

AURASMA

Partner Guidelines

A comprehensive guide to Aurasma

// **As an Aurasma partner we are given full creative control of our augmented reality campaigns through our Aurasma powered App, uView. The Aurasma Studio is simple yet capable of executing complex experiences, using it couldn't be easier, even for the digital novice. Aurasma gives us the support and technology we need to maximise our reach in the augmented reality space as well as deliver top class experiences. Their exceptional creative and technical teams are always on hand to advise on the best ways to create engaging content on this new platform and help us push the boundaries with the technology.** //

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\ Welcome

Welcome and thank you for becoming our partner.

This document has been created as a comprehensive guide to the Aurasma platform and contains everything you need to know as an Aurasma partner, from beginner to pro.

Look out for our Quickstart guides and top tips, they will help you get started and suggest ways you can improve your audiences experience.

If you have a question that is not covered in this document, please contact us with your query.



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TO LIFE

 WITH THE FREE
AURASMA APP

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\ Aurasma Studio



The Aurasma Studio is an online platform that allows businesses, organisations and individuals to create and publish their own augmented reality experiences we call 'Auras'. Similar to a content management system, the Aurasma Studio can be as simple as uploading just a few digital assets.

This document gives a step by step guide for beginners and also some features for advanced users.

\ Getting an Account

To get started you will need an account. Go to www.aurasma.com/become-a-partner/#findout to complete an application form.

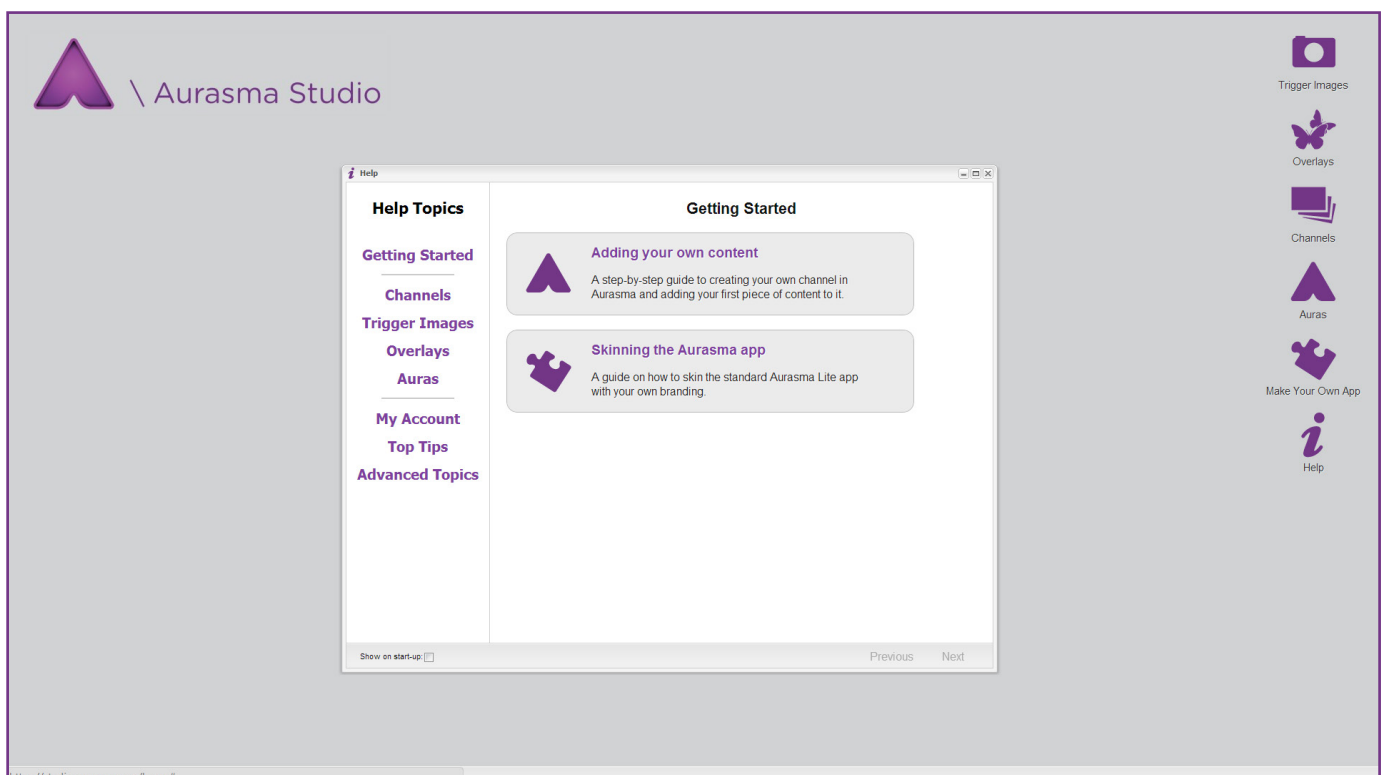
Once you have completed and submitted your application, please allow 24 hours for us to review and process your account. We will then email you with login details.

Logging in and dashboard

Go to www.studio.aurasma.com to login to your account.

When you first login you will be asked to agree to our Terms and Conditions.

Once you have logged in you will see the Aurasma Studio dashboard. Notice the icons down the right hand side and the menu at the bottom left. These are the tools you will need to create Auras, request Skinned or Kernel Apps, control account settings and access help.





\ Trigger images

Aurasma uses image and object recognition technology that activates content (Auras). We name these images 'Triggers'.

A Trigger image needs to be:

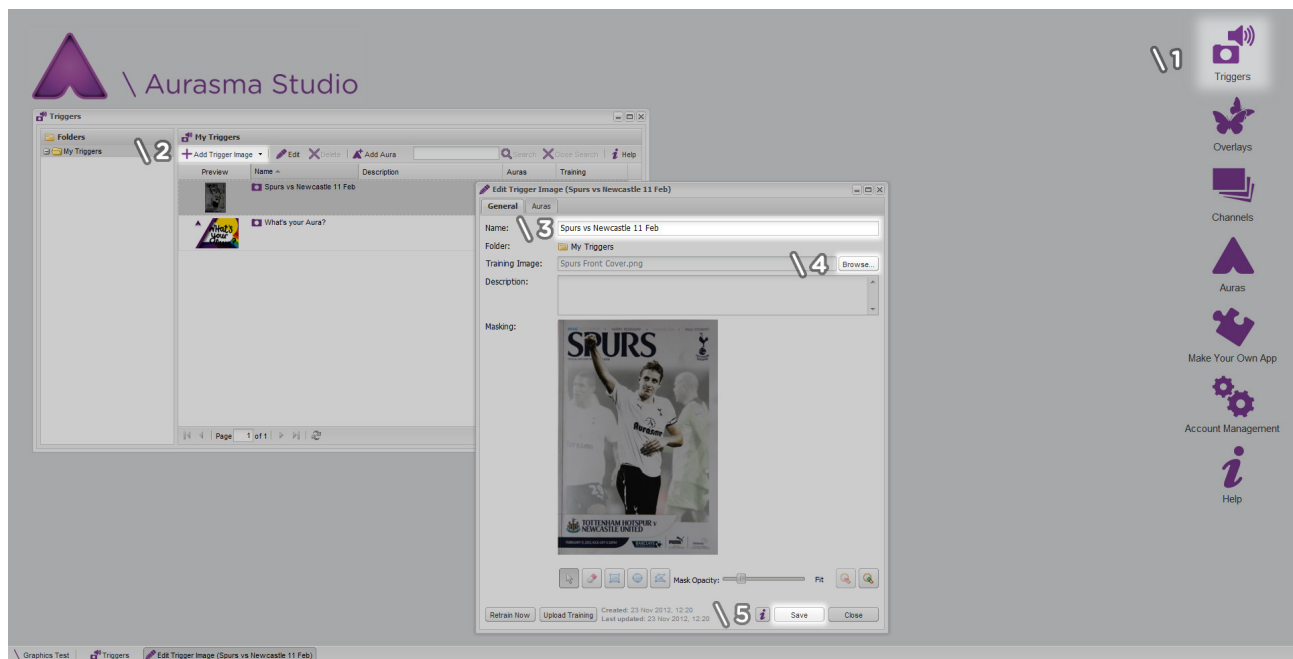
- a JPEG or PNG file
- less than 500,000 pixels (in total - width x height) when uploaded to the Aurasma Studio.

\ Quickstart

ADD A TRIGGER IMAGE



- Step 1 - Click the 'Trigger images' icon on the right hand side
- Step 2 - Click 'Add' in the window that opens
- Step 3 - Name your image
- Step 4 - Click 'Browse' to select a file to upload from your computer
- Step 5 - Select 'Save'
- Step 6 - (optional) Create new folders to store and organise your Trigger images





What makes a good Trigger image?

Using a good Trigger image is the most crucial step in creating a great Aurasma experience. You can have the most amazing video content or 3D animations, but without a dependable Trigger image, the performance of the Aura will be affected.

A good Trigger image means the Aura will activate smoothly and the Overlays will track well.



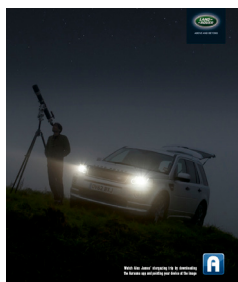
Qualities for good Trigger images are:

- tonal variation and contrast
- unique shapes and forms
- lots of detail across the entire image
- for 'Location Auras' (Trigger images of real world locations): flat surfaces, square on, photo taken in neutral light.

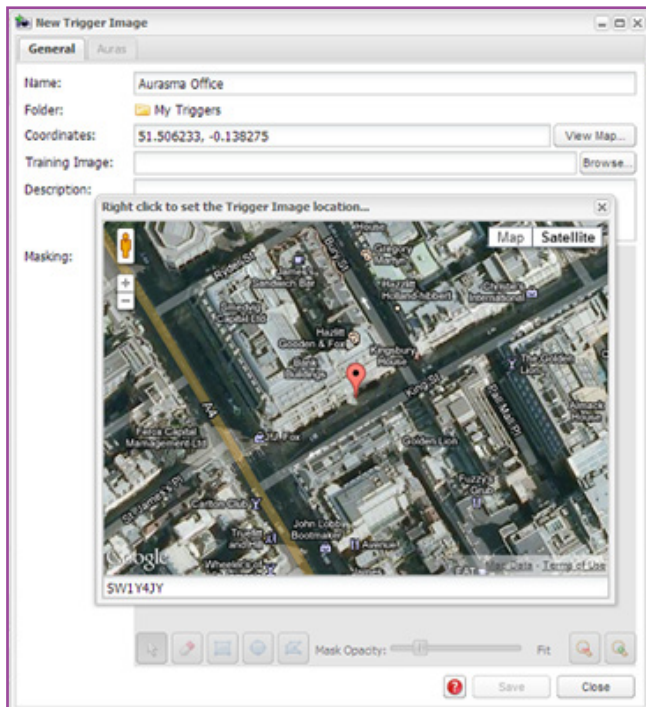
What makes a bad Trigger image?

- Sparse images, including basic logos
- Very dark images, with no tonal variation
- Repeated features and identical features (patterns, text)
- Blurs and gradients
- Real world objects that are reflective – e.g. a glass building

Examples of a bad Trigger image:



\ Advanced Trigger image options and tips



Location Auras

Location Auras are a combination of Trigger image and geographical location (users will need to be at the physical location and point their device at the Trigger image to see the Aura, so only use this feature when necessary).

To create a Trigger image with a geographical location:

- select 'View Map'
- enter an address or post code into the search box to find your location
- once located, right click in order to set a co-ordinate point.

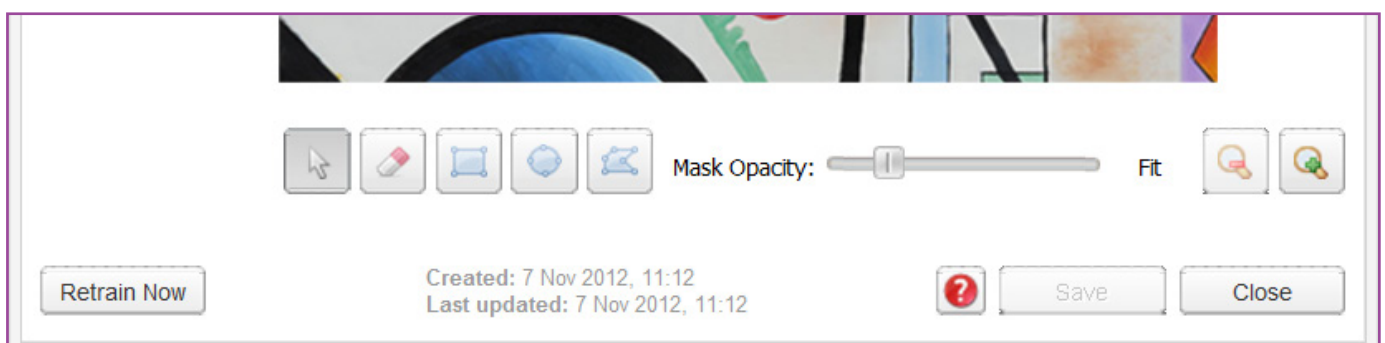
Masking

Masking gives you the ability to ignore some areas and features from a Trigger image. Masked areas are not used for recognition. You should first test the quality of the Trigger image without adding any masking as sometimes you can actually make tracking worse.

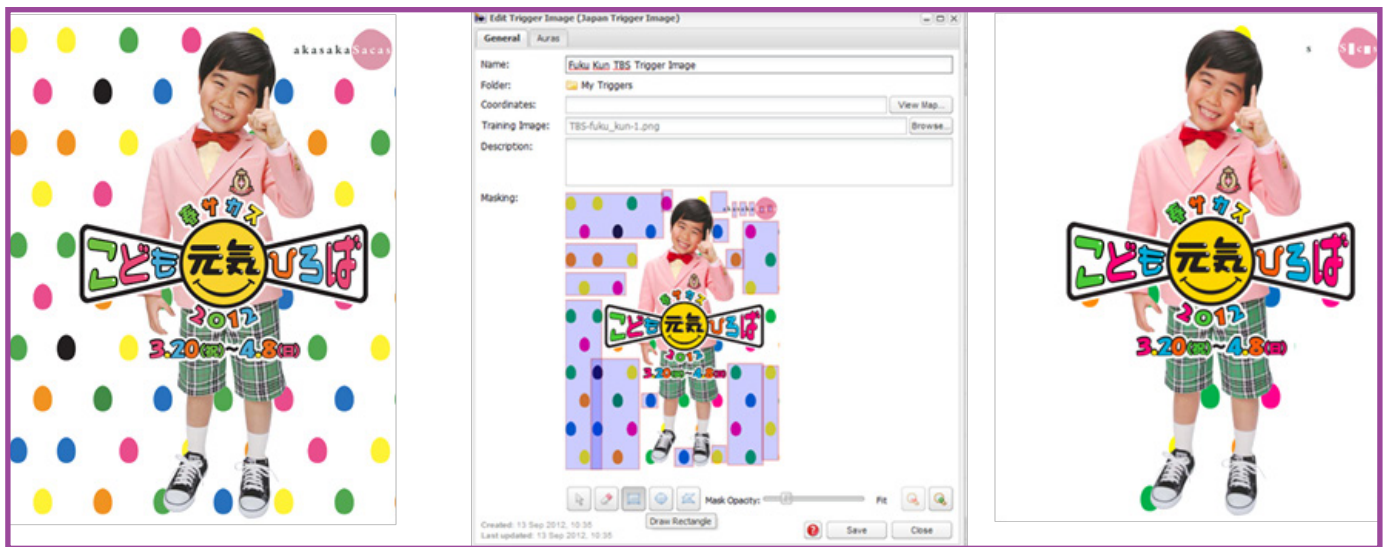
Features you may wish to mask:

- large areas with no features
- text (regular text - sometimes chunky and unique text can help improve a Trigger image)
- shared features that may appear on your other Triggers (logos)
- repeated features and patterns.
- logos and especially the Aurasma logo and Call To Action

The masking buttons can be found under your Trigger image when viewing it in the Aurasma Studio. To use masking, just click on one of the buttons, and drag your mouse over the area(s) you wish to cover.



Example of masking:



Maximising your Pixels

Don't waste pixels in Trigger images. If there is no or little information in an image it's better to crop the image around the area of detail. This will improve tracking.

In the example shown here we would recommend cropping the image to the red line indicated.

Image differentiation

Aurasma is designed to be highly tolerant towards different conditions, and can even work when large parts of the Trigger image are covered or obscured.

However, this same ability can make it difficult for Aurasma to tell the difference between two very similar images that share features. There needs to be either:

1. enough difference for Aurasma to recognise each image as independent (two Auras needed)

or

2. enough similarity that they appear to be the same image (one Aura needed)

These two images are similar but not identical, so Aurasma cannot tell them apart, causing poor triggering/tracking. This is because the area of the image with the most visual information is identical in both (the TV). Uploading both Trigger images and having 2 Auras would not be a good solution as the images are so similar Aurasma may play the wrong Aura on each Trigger image. In this example we would recommend using the smaller (left) Trigger image.



Cropping

If you have multiple executions of an image (print ads for example) with slight variations in cropping, you should compare all the variations and find the largest common area that features in all the images and use it as the Trigger image. In the example below the far right image would be most suitable.



Top Tips

- Always test your Trigger images to ensure they work well.
- Make sure you resize images on your computer before uploading to the Aurasma Studio. Uploaded images should be no more than 500,000 pixels in size (width x height).
- Once the Trigger image has been uploaded, you must use exactly the same image in print. If the printed image is altered (e.g. stretched or cropped) it may not be recognised by Aurasma.
- If your Trigger images are appearing in newspapers, it is possible for the quality of the images to degrade through the printing process. As a back-up you could always photograph the image as it appears on the printed page (in neutral light, square on), and upload this as a second Trigger image.
- Take careful note of any error messages that appear in the Aurasma Studio. If they say your image is too large or too sparse, then you will need to make changes or reconsider your choice of Trigger image accordingly.



\ Overlays

An Overlay is the digital content you see when viewing an Aura. Overlays can include videos, images, 3D scenes or web pages. Overlays can feature individually or as part of a group of Overlays (multiple Overlays and sequenced Auras). Overlays can also be reused multiple times on different Trigger images.

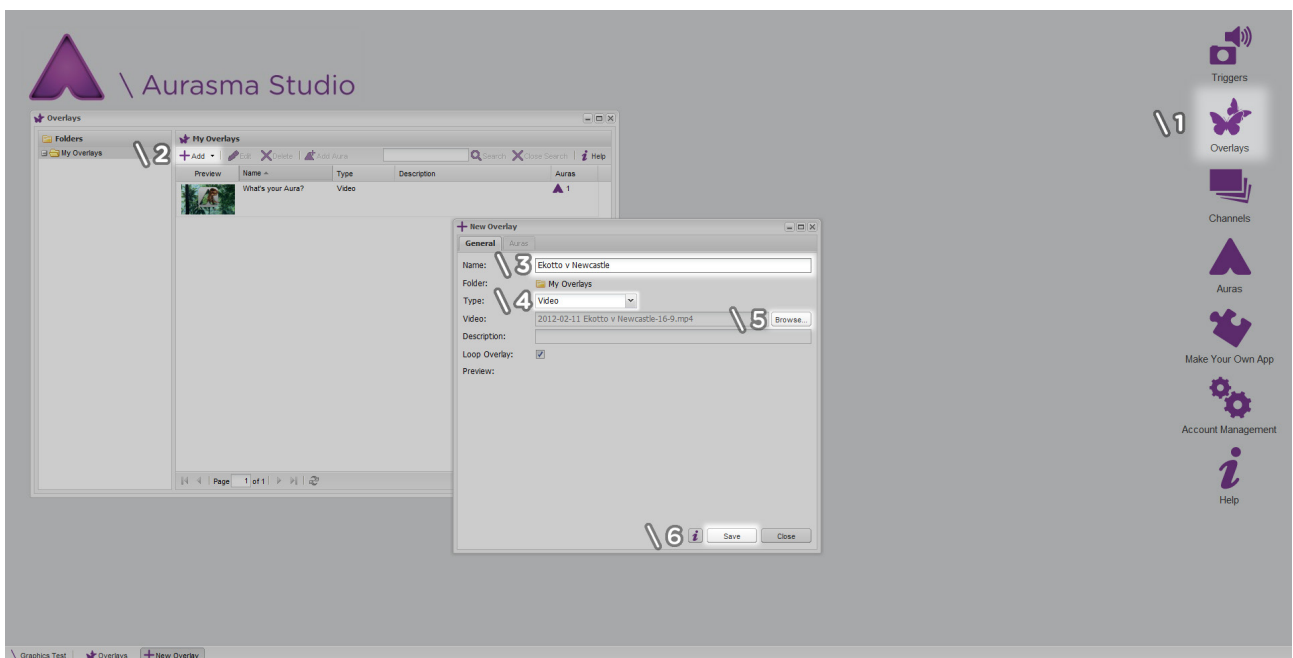
See specifications on page 16.

\ Quickstart

ADDING AN OVERLAY



- Step 1 - Select the 'Overlays' icon from the right hand toolbar
- Step 2 - Click 'Add' in the Overlays window that appears
- Step 3 - Name your Overlay
- Step 4 - Select the kind of Overlay you are looking to upload (most typically 'image' or 'video')
- Step 5 - Click 'Browse' to upload a file from your computer
- Step 6 - Press 'Save'
- Step 7 - (optional) Create new folders to store and organise your Overlays



Video Overlay specifications

	MP4 (h.264 formatting)	FLV
Dimensions	<p>512x512 pixels minimum however maintain the aspect ratio you require, making sure that the smallest dimension is no smaller than 512 pixels.</p> <p>For example:</p> <ul style="list-style-type: none"> ■ 16:9 video should be 936x512 px ■ 4:3 video should be 683x512 px <p>You can also upload portrait videos (to match a full paged ad for example) for this the width should be 512px and the height - whatever is required.</p>	<p>512x512 pixels minimum however maintain the aspect ratio you require, making sure that the smallest dimension is no smaller than 512 pixels.</p> <p>For example:</p> <ul style="list-style-type: none"> ■ 16:9 video should be 936x512 px ■ 4:3 video should be 683x512 px <p>FLV video may suffer from artefacts at the edges if you use an irregular video size. We suggest you stick to 16:9, 4:3 or square video (512x512px)</p>
Size	Up to 100MB	Up to 100MB
Bitrate	3 MBPS	10 MBPS
Frames Per Second	15 or 25 FPS recommended*	15 or 25 FPS recommended*
Length	3 Minutes or less recommended	30 seconds or less recommended
Audio	Yes	Yes
Supports Alpha	No	Yes
Streams	Yes	No
Notes	MP4 and similar formats can stream, this means that as soon as the Aura starts the video will start playing and continue to stream as it plays.	FLV format cannot stream, this means that the entire video downloads before it starts playing, this may provide a poorer user experience for longer videos.

* Frame rates and bitrate quality may be affected by lots of rapid motion within a video sequence

We recommend the use of MP4 but other video formats are supported including:

- .MOV
- .WMV
- MPG1,
- MPG2

Image Overlay specifications

	JPEG	PNG
Dimensions	If the image appears large in the Aura we recommend the smallest dimension to be 512 pixels, however for smaller uses, such as buttons 256px or 128px should be sufficient	If the image appears large in the Aura we recommend the smallest dimension to be 512 pixels, however for smaller uses, such as buttons 256px or 128px should be sufficient
Size	Up to 100MB	Up to 100MB
Supports Alpha	No	Yes
Notes	JPEG	PNG's make ideal buttons

3D models Specifications

Uploaded to Aurasma Studio as a .TAR file containing:

- collada export (.dae)
- textures (.png)
- audio file (.mp3)
- thumbnail image (.png 256x256 pixels, named thumbnail).

See our [3D guidelines](#) for full specifications.



\ Channels

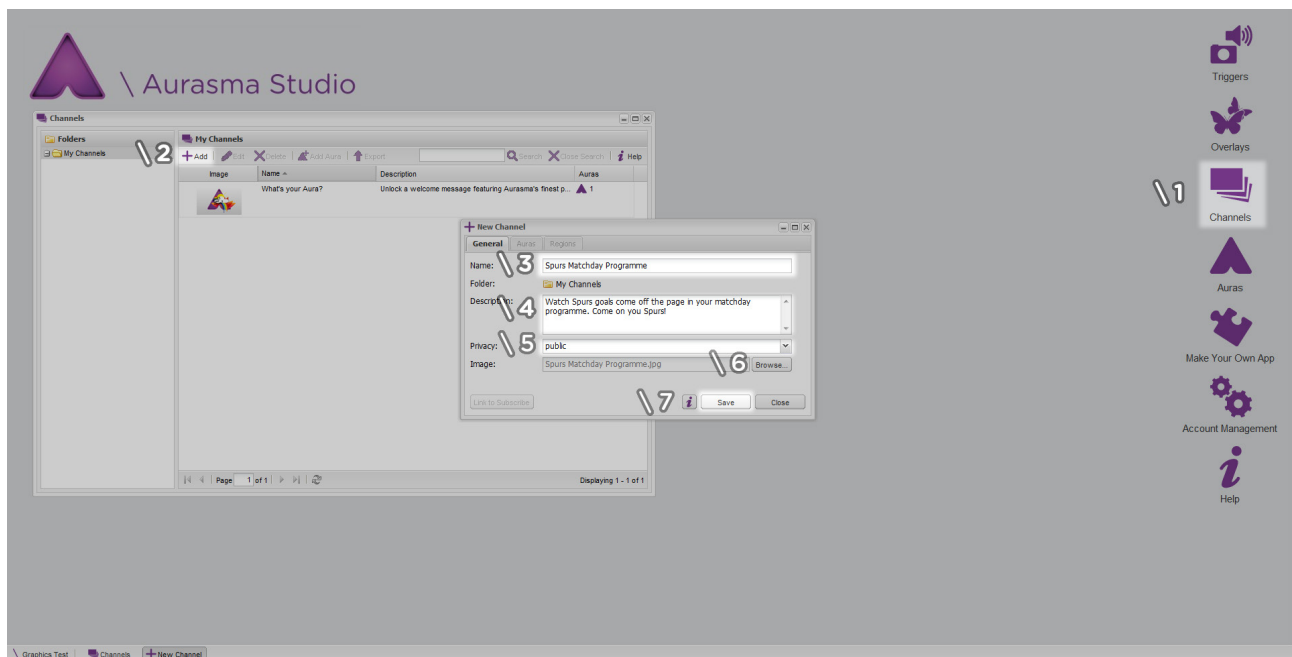
Channels are like folders and contain collections of Auras. Users can browse or search the App for public (private Channels are only available via a share link). Channels have the option to 'follow' them to unlock and view the Auras inside (if you have your own Aurasma-powered App it's possible for users to see Auras without needing to browse/search and follow). We recommend adding as much information as possible to your Channels to ensure that users can find them easily. Name your Channels well, use detailed descriptions to describe the content and upload relevant thumbnails.

\ Quickstart

CREATE A CHANNEL



- Step 1 - Select the 'Channels' icon from the right hand toolbar
- Step 2 - Click 'Add' in the Channels window that opens
- Step 3 - Name the Channel (this is viewable to users, so choose the name carefully)
- Step 4 - Choose 'private' or 'public' (public Channels are viewable for users)
- Step 5 - Add a detailed Channel description (mention the content and campaign)
- Step 6 - Select 'Browse' to upload a thumbnail image (960x640 or equivalent ratio)
- Step 7 - Click 'Save'
- Step 8 - (optional) Create new folders to store and organise your Channels





\ Creating an Aura

Once you have uploaded your Trigger image, Overlay and created your Channel you are ready to create an Aura.

\ Quickstart

CREATE AN AURA



Step 1 - Click the 'Auras' icon from the right hand toolbar

Step 2 - Click 'Add' in the window that opens

Step 3 - Aura Details

- Name the Aura
- Select the Trigger image
- Select the Channel

Step 4 - Overlays

- Select an Overlay

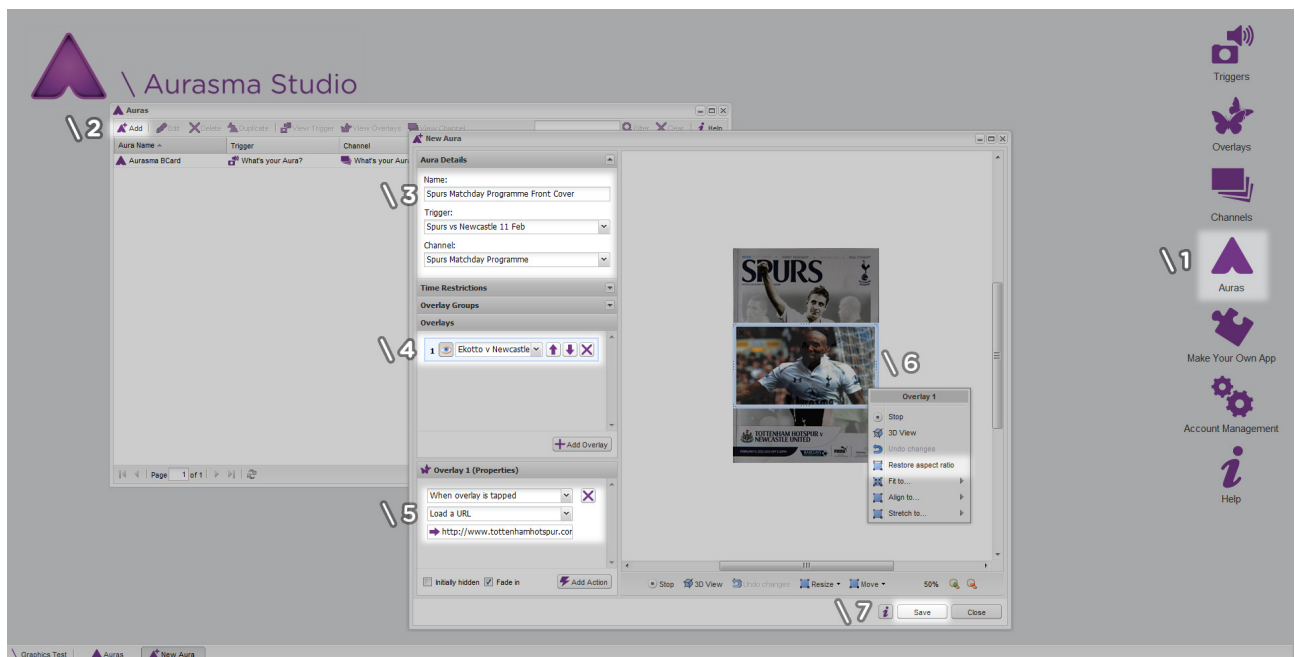
Step 5 - Overlay Properties

- (optional) add an action, for example, 'when Overlay is tapped' then 'load URL'

Step 6 - Position Overlay in the Aura preview window

- Right click on the Overlay and select 'Restore aspect ratio'
- Click and drag the Overlay to position it against the Trigger image
- Hold shift and click drag the corners to scale the Overlay

Step 7 - Click 'Save'



\ Viewing an Aura

To see your Aura in action follow these steps:

Step 1 - In the Aurasma Studio, set your Channel to 'public'

Step 2 - Open the Aurasma App

Step 3 - Tap the Menu button

Step 4 - Tap the Search button and search for your Aura or Channel by name

Step 5 - Tap your Aura or Channel to see the detailed Channel page

Step 6 - Tap Follow (Aurasma 2.0 build, for Aurasma lite "subscribe")

Step 7 - Tap the viewscreen button to see the Aura in action

Note - Link to Follow

Another way to follow a Channel is to use the Aurasma Studio's 'Link to Subscribe' feature. Send the link to a device with Aurasma installed. Tapping the link automatically opens Aurasma and follows the Channel.

This is a quick way to share a Channel, especially for testing and internal purposes or before a project is due to go live.

To follow your Channel in this way:

Step 1 - Click on the Channel you want to follow, and then the 'Link to Subscribe' button

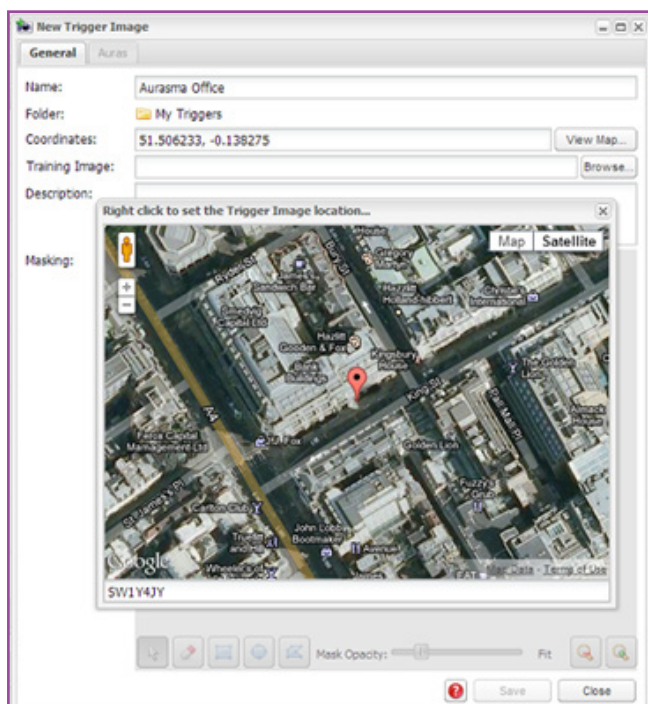
Step 2 - Select and copy (ctrl + c) the link generated into an email which you can send to yourself and receive on your device

Step 3 - Tap on the link from the email

Step 4 - Aurasma (if downloaded) will automatically open and follow the Channel

Step 5 - Wait for the pop-up message to say that you are now following the Channel

\ Creating advanced Auras



Location Auras

Location Auras are a combination of Trigger image and geographical location (users will need to be at the physical location and point their device at the Trigger image to see the Aura, so only use this feature when necessary).

To create a Trigger image with a geographical location:

- select 'View Map'
- enter an address or post code into the search box to find your location
- once located, right click in order to set a co-ordinate point.

URL Actions on click throughs

Auras can be enhanced significantly by the addition of URL Actions. These can both take viewers to websites, and also offer them further ways of engaging with products and brands.

Within Aurasma there are multiple functions you can add as clicks to any Overlay in an Aura, we often refer to these functions as click throughs.

The various functions below are all created by adding an action to an Overlay (or sometimes multiple Overlays).

- Step 1 - Select an Overlay in an Aura you wish to add a click through
- Step 2 - Click 'Add Action'
- Step 3 - Select 'when Overlay is tapped' (other options are also available)
- Step 4 - Select 'Load a URL'
- Step 5 - Enter a URL or read on for more ideas

Visit a web site

The most common click through in an Aura is to visit a webpage
Simply enter the website address.

For example <http://www.Aurasma.com>

Adding an Event to a Calendar

This is a great function for adding reminders to users calendars, examples have included reminders for events and broadcast.

Replace <http://> with <webcal://> and then type the link to your hosted iCal or ICS or CAL file

Send an Email

Replace <http://> with <mailto:> this will create a blank email with no address, subject or message

<mailto:name@example.com>
Will open an email to name@example.com

<mailto:name@example.com?&subject=This%20is%20the%20subject>
Will open an email to name@example.com
With a subject of: This is the subject

<mailto:name@example.com?&subject=This%20is%20the%20subject&body=This%20is%20the%20body>
Will open an email to name@example.com
With a subject of: This is the subject
And a message of: This is the body

Make a Phone Call

Replace <http://> with <tel:> and then the number

For example <tel:0011223344>

Send a Text Message

Replace <http://> with <sms:>

For example <sms:0011223344>

To add words, for example “Hello there” to the sms type:
sms:0011223344?body=Hello%20there

Linking to pages within a Host application:

Where the Aurasma Kernel has been embedded into a host App, it is possible to use alternative URI schemes to direct a viewer of an Aura to specific pages within it.

This could for example allow viewers to add products to a shopping basket or recipes to a ‘My favourites’ section after viewing images of them from a printed catalogue using the Aurasma viewfinder.

To do this, all you need to do is replace http: with the URI scheme of the host App.

For a full list of schemes visit http://en.wikipedia.org/wiki/URI_scheme.

2.5D Auras

2.5D gives you the ability to position 2D Overlays in 3D space rather than just appear flat on a Trigger image. Click on the ‘3D view’ button at the bottom of the Aura preview window. A new window will open which you can look around in 3D space, notice your Trigger image will appear in the centre of this 3D world.



Hold down the ‘h’ key to bring up a list of available commands. Hold down the required key in the list whilst click-dragging to move, rotate or scale the overlay.

You are able to rotate an Overlay on any axis but we recommend that you only translate (move) on the z-axis (towards/away from you). It is best to scale and position your Overlay on X/Y axis in the normal Aura preview window.

Clicking ‘Save’ will remember this positioning and ‘Cancel’ will restore the scene to its original state.

3D Auras

Aurasma has its own in-built 3D engine, which can support basic 3D models and small scenes, think of it more like a computer games engine and remember that processing power on portable devices is still limited.



Please read then execute the following instructions before uploading content to the Aurasma Studio and troubleshoot before contacting us.

Overview

To upload a 3D model as an overlay, the Aurasma Studio requires a “.tar” file which is very much like a “.zip” file. It can be created with a number of software products; we recommend one called ‘7zip’.

A ‘.tar’ file should contain:

- dae (exported scene/model using OpenCollada or Collada exporter)
- png’s (textures)
- png thumbnail (256x256 pixels) named ‘thumbnail’ with a .png extension
- mp3 (if sound is required)

Make sure there are no subfolders within this .tar file as it will be rejected by the Aurasma Studio

What formats do you support?

Our 3D model support is based on the Collada format (v1.4 or v1.5), as exported by Maya 2012 and 3DS Max 2012. We support the OpenCOLLADA Exporter and the Autodesk Collada Exporter but recommend the OpenCOLLADA Exporter.

How do I create a .dae?

Aurasma supports 3D models based on the Collada format (v1.4 or v1.5). For best results, the most compatible package is 3DS Max 2012, using the OpenCollada Exporter. Other packages will also provide usable Collada exports.

Uploading to the Aurasma Studio

Open the 'Overlays' menu, click 'Add', and select your '.tar' file (don't click on 'Bulk Add').

TIP: Google Chrome and Internet Explorer enable users to see the progress of their '.tar' file upload.

Due to the processing limitations of today's devices, the current generation of 3D models should fall under the following guidelines:

Models

- Under 10,000 triangles
- No N-gons (i.e. polygons that are more than 4 faces)
- Check for holes and flipped normals in the mesh as they may cause issues.
- Object names must not contain capital letters/spaces/brackets etc.
- Scene should be centred around the world origin (0,0,0) to ease placement
- Meshes must not have any non-uniform scaling
- Exported meshes must be triangulated (usually handled automatically at export stage if option is selected)
- No more than 20 objects (meshes) in a scene. Animated rigid geometry is less processor intensive than skinned geometry, but extra draw calls are more intensive. Ultimately, once you have passed 10 or so objects, it is something that needs to be approached on an individual basis
- Groups are not supported in the engine

NOTE: Consider what you're making and how much screen space it will take up - you won't need 10,000 triangles and a 1024 square texture for an object that may only be 3cm high on an iPad screen.

Textures/Shaders

- One material per mesh. If you need two materials then use two meshes etc
- A material might be applied to several objects but one object can only have a single material
- Multi materials/shaders are NOT supported
- Limit your maps to no more than 2 per scene. The use of smaller textures are recommended where appropriate
- Emissive, normal and diffuse maps are supported, as well as specular colour (but only when using the Open Collada exporter)
- Displacement maps are NOT supported
- Use the simplest shader possible for each situation. The order of complexity is as follows: constant < lambert < phong < blinn
- Alpha blending is very processor intensive, if you use alpha on sections of mesh, put it in its own shader.
- Alpha on solid objects is not recommended and is better suited to planes.
- Material names must not contain spaces/brackets/captials etc
- Material names must not start with a number (openCollada characteristic)
- Everything must be converted to editable polys and with all the modifiers collapsed unless it is going to be rigged, in which case only the skinning modifier and morpher (if used) would remain
- Individual texture maps (.png format) have to be power of 2 textures: 64x64, 128x128, 256x256, 512x512, 1024x1024 no bigger than 1024x1024

-
- No procedural shaders, nodes or textures: all the textures have to be baked to bitmaps or use standard shader with colour value.
 - Combine objects with same material (will make it run faster on the device) multi sub shaders not supported, so, no more than one shader per object.

Rig

- Bone names must not contain spaces, brackets or special characters – replace spaces with underscores if needed
- The export rig should contain a maximum of 100 bones to optimise playback – the performance hit comes largely from skinning
- It is advisable to name all bones properly
- Objects cannot be linked/parented to non-export objects – constraints are ok
- Do not scale anything
- Make sure every vertex has a skinning weight

Animation

- All animated objects/controllers must have a key on the first and last frames
- When exporting a '.dae' you must bake and resample keys in the Collada options (see above)
- No animated materials/material parameters
- Scaling is correctly supported in animation
- No animated light colour
- All animation transforms are supported (Translate, Rotate and Scale)
- Animated groups of objects are not supported

Lights

- You need to add lights to your scene before your object will appear to be any colour that's not black
- 3 lights are recommended – breaching this will cause performance slow down on less powerful devices
- Omni/point lights are fully supported – we do not recommend using any other lights as they are processor intensive
- Light value is based on the light's colour value not intensity e.g. mid grey = 0.5 multiplier
- Lights parameters cannot be animated, such as light colour

With the constant technological development of smartphones, yet more complex 3D models will be supported by Aurasma.

\ Sequenced Auras

An Aurasma Studio account upgrade available via the 'Account Management' button is the ability to use 'Advanced Actions' when creating Auras.

Advanced Actions come with two major advantages. Firstly, they can be used to create more complex 'Sequenced Auras'. Sequenced Auras enable parts of an Aura to be activated, closed, or to lead through to other elements in a dynamic flow of actions and according to a viewer's choices. They give users a more engaging experience, allowing them to interact and make decisions as to what they view, rather than have them simply watching a single Overlay.

Secondly, they can be applied to simple Auras to provide functional advantages. For example, they can allow a user to pause and continue a video Aura as it plays, automatically load a web page at its end or activate full screen mode at its beginning if it is using a weak Trigger Image.



In this document, we will explain what the Advanced Actions features are and how they can be used to the greatest effect. For further information, you can watch our webinars on the subject at <http://auras.ma/s/webinarplaylist>, where we showcase many examples of the types of effects that can be achieved.

Functionalities

When building an Aura in the Aurasma Studio, selecting 'Add Action' for any Overlay brings up three sections in 'Overlay Properties':

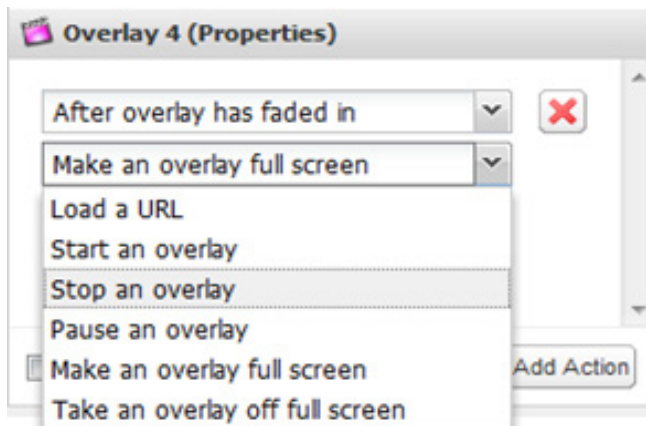
- Activation Options (e.g. 'When Overlay is tapped' or 'When Overlay is double-tapped')
 - Actions (e.g. 'Load a URL' or 'Make an Overlay full screen')
 - Overlay (here you select the Overlay which will be affected by the action above)
- The 'Advanced Actions' upgrade increases the range of Activation Options on an Overlay to which you can attach an action, and it increases the number of actions you can attach to the Overlay.

There are five 'Activation Options' and six 'Actions' which can be attached to any Overlay:



Activation Options:

- When overlay is tapped
- When overlay is double-tapped
- After overlay has faded in
- After overlay has started
- When overlay has finished



Actions:

- Load a URL (if activated, this launches a web browser or other URL scheme and so ends the sequence of an Aura)
- Start an overlay
- Stop an overlay
- Pause an overlay
- Make an overlay full screen
- Take an overlay off full screen

You then select the Overlay which the action will affect for example:

Overlay		Activation Option		Action		Overlay
Overlay X	>	After overlay has finished	>	Start an overlay	>	Overlay Y

Top Tips

Initially hidden / Fade In

For a Sequenced Aura to start with just one Overlay visible (which will then lead to others later), the other Overlays need to have the “initially hidden” option ticked. If not, they will all appear on top of one another and “fade in” from the start.

You might want buttons to be ever present from the start of your Aura, but not the videos that are activated by pressing these buttons. If that is the case, half of the Overlays will “fade in” (the buttons) and half will be “initially hidden” (the videos).

Planning

The more Overlays you add to an Aura and the more actions you attach to these Overlays, the more careful you need to be to have the whole Aura interlink correctly.

As a first step for more complex set-ups, we advise drawing a flowchart of the actions and options you wish to create. This will help you to create the Aura in a methodic manner to cover all eventualities in the sequence.

Duplicating Auras

Setting up Sequenced Auras can be quite a complex and time-consuming process. Where you wish to apply exactly the same Aura framework, but to a different set of assets and Overlays, you can use the “Duplicate Aura” button to save time.

Simply highlight any Aura, select “Duplicate” and then “Edit” the copied version to give it the correct name, Trigger Image, Overlays, and (if appropriate) URL click through(s). All of the links and associations that comprise the logic of the sequence will remain intact.

Using Advanced Actions for Functional Advantages

Advanced Actions do not need to be used to create complicated Sequenced Auras – they can also be used to add useful functionalities to more simple Auras. The following are some examples of how more straightforward Auras can be improved with the Advanced Actions upgrade.

Pausing and Continuing an Overlay

Sometimes partners want viewers of their Auras to be able to tap the screen of their device to pause an Overlay, and then tap again to un-pause it and continue watching.

To introduce this tap to pause/un-pause function:

You have 2 overlays

- Overlay 1 – Invisible Overlay
- Overlay 2 – Your Video

Set-Up

- Overlay 1 (“initially hidden”)
- Overlay 2 (“fade in”)

Actions

Overlay 1

- “When overlay is tapped” > “Start an overlay” > Overlay 2
- “When overlay is tapped” > “Stop an overlay” > Overlay 1

Overlay 2

- “When overlay is tapped” > “Start an overlay” > Overlay 1
- “When overlay is tapped” > “Pause an overlay” > Overlay 2

This set-up works because Overlay 1 intercepts taps when it is showing due to the fact that it is placed above Overlay 2. Therefore, although the video file is the more valued asset, it is important that it sits below the “initially hidden” Invisible Overlay.

Portrait Transition Effect > Full Screen Landscape Video

Trigger Images are often in portrait shape – for example the front cover of a magazine or a book. However, most video content is in a standard landscape format. In a simple Aura set-up, this means that the video forms a letterbox that takes up 1/3 of the portrait image (or alternatively the video is played at a 90 degrees orientation to the page).

To reconcile the two shapes, a simple sequence of Overlays can be set up that combines a portrait orientated transition effect with a full screened landscape main video.

The second advantage to this is that it enables an .flv video file to be used for the transition effect (which allows for eye catching alpha effects through video editing) and a standard .mp4 to be used for the main video part of the Aura. Flvs need to be downloaded in full before streaming can begin, so this issue is alleviated by having only a very short .flv file combined with the longer and larger .mp4 file.

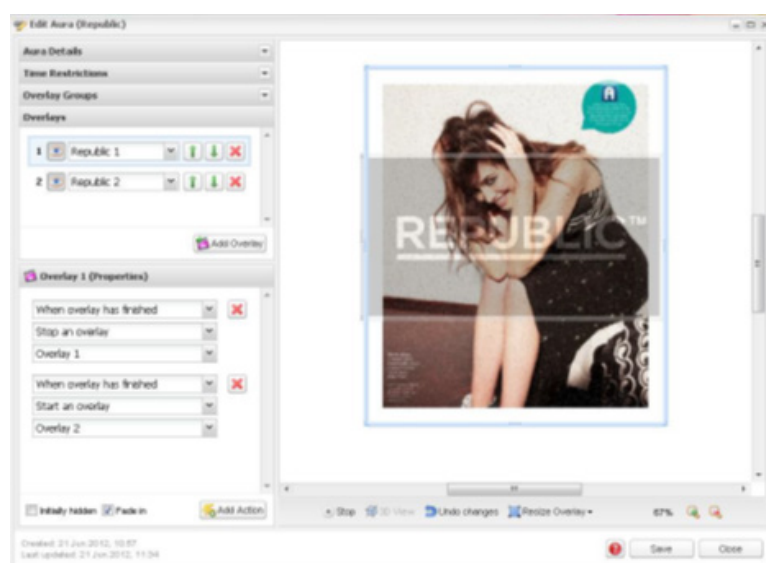
Example

You have 2 overlays

- Overlay 1 (Video A) – an .flv transition effect for a portrait-shaped Trigger Image appearing in a newspaper
- Overlay 2 (Video B) - a landscape-shaped .mp4 video trailer to play full screen after the transition effect

Set-Up

- Overlay 1 (“Fade In”)
- Overlay 2 (“initially hidden”)



Portrait Transition Effect:

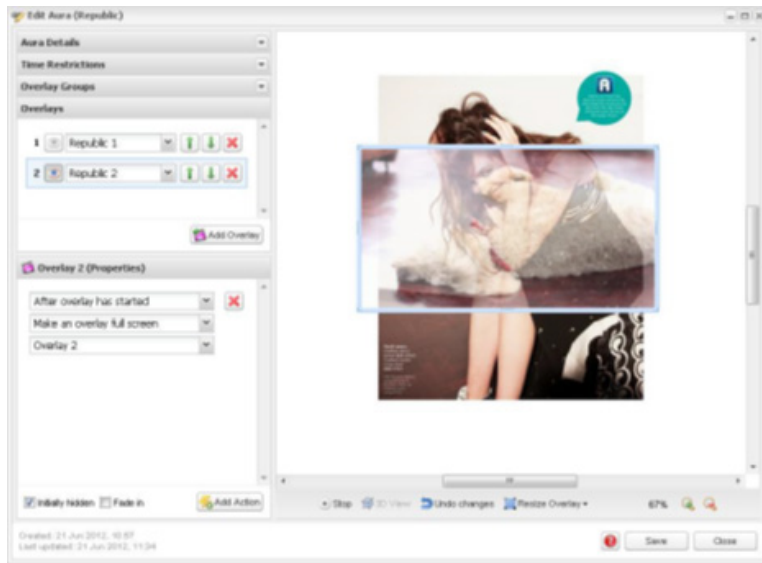
Overlay 1 – Portrait Transition Effect Video (.flv)

Action 1

- When Overlay finished
- Stop an Overlay
- Overlay 1

Action 2

- When Overlay finished
- Start an Overlay
- Overlay 2



Landscape trailer video with automated full-screen effect

Overlay 2 - Landscape Trailer Video (.mp4)

Action 1

- After Overlay started
- Make an Overlay full screen

Automating a URL action or full screen mode

We always suggest at Aurasma that Auras which appear and play in their real world context achieve the greatest visual impact.

However, the ability to make an Aura go automatically to full screen mode may be useful in certain circumstances, above all when a Trigger Image has sparse features and so is less suited to image recognition or when an Aura is being triggered from a momentary object, such as a Trigger Image displayed on a passing bus or a television screen.

Setting up an Overlay so that it automatically goes to full screen mode on the Aura being activated is very simple:

(Activation Option) "When overlay has started" / "After overlay has faded in" > (Action) "Make an overlay full-screen"

You could also use this to automate a URL action at the end of a video Overlay:

(Activation Option) "When overlay has finished" > (Action) "Load a URL"



Creating interactive Auras

If one advantage of 'Advanced Actions' is an ability to improve the functionality of simple Auras, the other is an ability to make more interactive Auras, where viewers can choose the content they watch and decide on their own path through an Aura.

Selecting videos from a play-list of options

Example: Heat Magazine

This example features an exclusive interview for Heat Magazine with British comedian David Walliams. Upon activating the Aura, a menu screen appears. Pressing the 1, 2, 3 or 4 button icons results in a particular question posed to David and a video showing his interview response. Although relatively complex to set up, the result is an exceptionally engaging Aura.

You have 10 overlays

- Overlay 1 - .png graphic asking viewers to "PICK A QUESTION"
- Overlays 2, 3, 4, 5 - four .mp4 videos
- Overlays 6, 7, 8, 9 - static PNG graphics of simple circular, numbered buttons, representing the choice of questions the viewer has to put to David Walliams
- Overlay 10 - .png placeholder over video pane saying "Tap a number to see David's answers..."

Use the green "Up" arrow to move an overlay to the top of the overlay list in order to be able to re-size or change its placement.

Set-Up

- Overlays 1, 2-5, 10 ("Fade in")
- Overlays 6-9 ("Initially hidden")

Actions

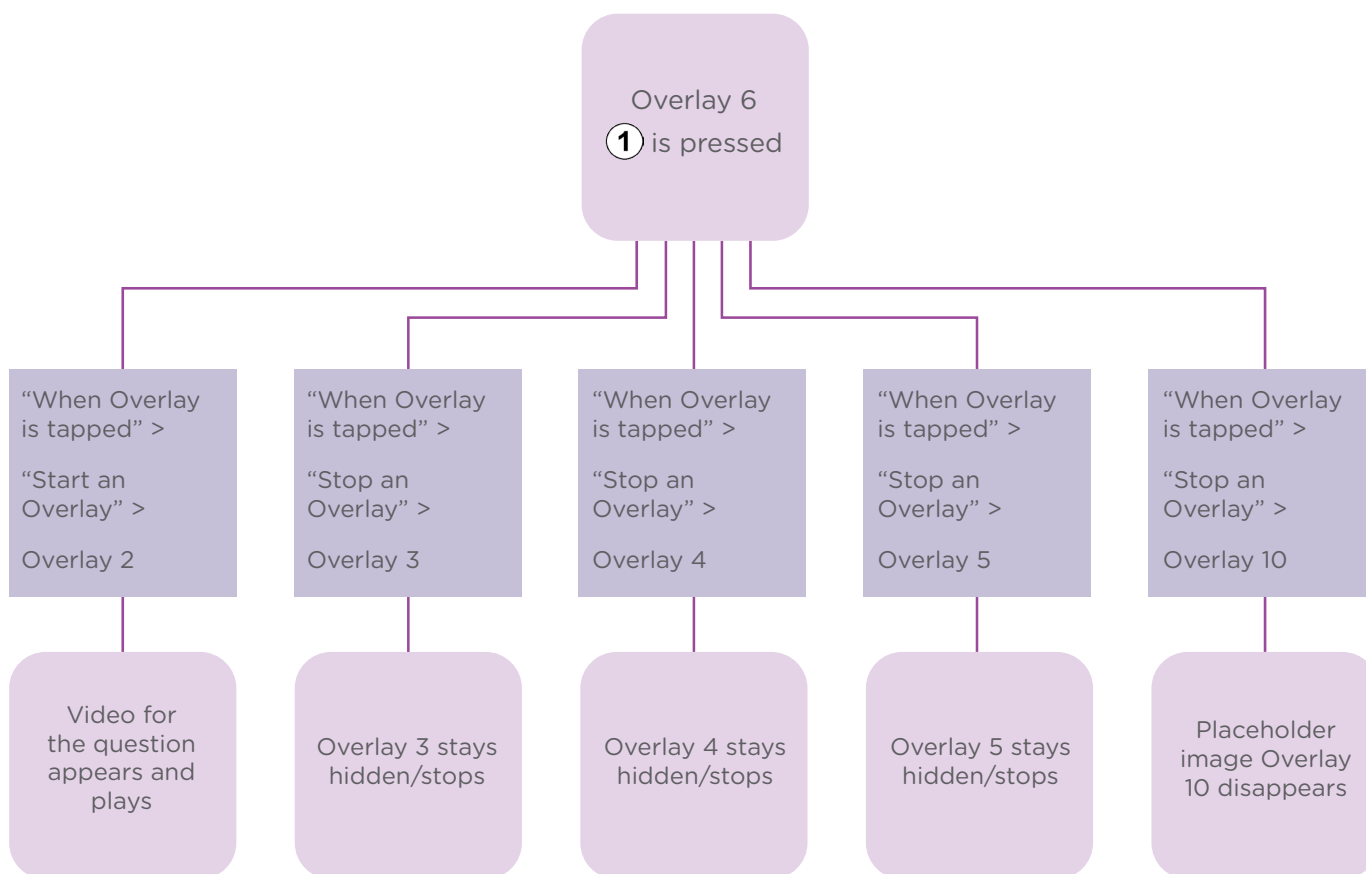
- Overlay 1: [no actions]
- Overlays 2-5: "When Overlay is double-tapped" > "Make an Overlay full screen"
- Overlay 10: [no actions]

Some of these overlays do disappear and appear. However, this is due to the consequence of interacting with another overlay. For this Aura, the majority of key actions for sequencing videos are attached to the four circular numbered buttons.

Since the actions associated to each can appear complex, they are best documented in a flow chart.

Overlay 6 - ①

Pressing ① makes video Overlay 2 play. At the same time, other Overlays (3, 4 and 5) need to be stopped or prevented from starting and the ② ③ and ④ buttons need to remain visible. In the below diagram, circular boxes are what the viewers sees and square boxes are actions in the Aurasma Studio.



The safety measures taken to make sure that the other overlays do not play require a number amount of actions. However, it is better to be safe than sorry and if you make a flow chart you will be able to keep up with which overlay you are working with and what you need to do.

Now that we have done Overlay 6's actions, here are the actions for the other three (7, 8 and 9):

Action	Overlay 7 - ②	Overlay 8 - ③	Overlay 9 - ④
1	"When overlay is tapped" > "Start an Overlay" > Overlay 3	"When overlay is tapped" > "Start an Overlay" > Overlay 4	"When overlay is tapped" > "Start an Overlay" > Overlay 5
2	"When overlay is tapped" > "Stop an Overlay" > Overlay 2	"When overlay is tapped" > "Stop an Overlay" > Overlay 2	"When overlay is tapped" > "Stop an Overlay" > Overlay 2
3	"When overlay is tapped" > "Stop an Overlay" > Overlay 4	"When overlay is tapped" > "Stop an Overlay" > Overlay 3	"When overlay is tapped" > "Stop an Overlay" > Overlay 3
4	"When overlay is tapped" > "Stop an Overlay" > Overlay 5	"When overlay is tapped" > "Stop an Overlay" > Overlay 5	"When overlay is tapped" > "Stop an Overlay" > Overlay 4
5	"When overlay is tapped" > "Stop an Overlay" > Overlay 10	"When overlay is tapped" > "Stop an Overlay" > Overlay 10	"When overlay is tapped" > "Stop an Overlay" > Overlay 10

Auras with a choice of video endings

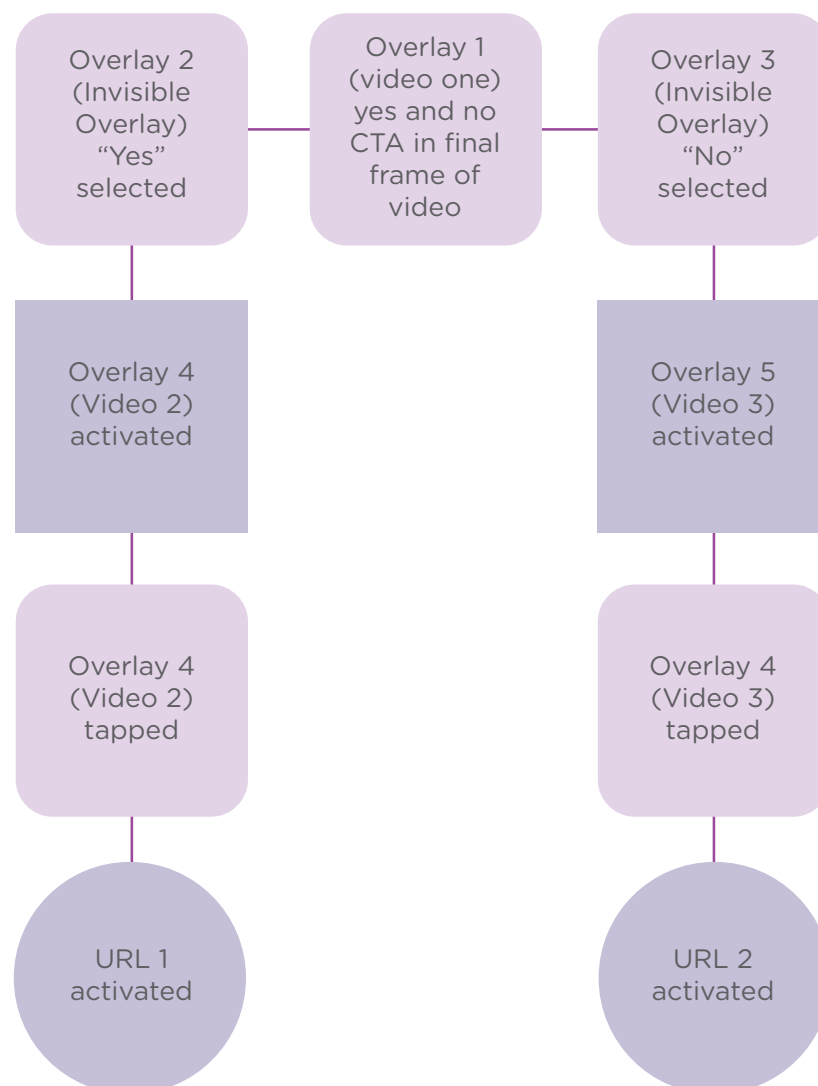
The interactive nature of Sequenced Auras, whereby viewers are able to choose a video file to watch, can be taken a step further by having a video play where the user can select from a choice of endings. This idea could be for fun, or it could work as part of a competition Aura...

An example could involve a normal .mp4 video playing from a Trigger Image. The video would be set not to loop, so that it would just stop at the final frame, allowing the viewer to decide how to take the Aura further.

The last frame of the video could include a question or stated option and two options (for instance “Yes” and “No”) for the viewer to click on, which will ultimately lead to a second video, determined by the choice the viewer makes.

Such an Aura could therefore involve five Overlays:

- Overlay 1 - Video 1, including a question or call to action in the final frame
- Overlay 2 - Invisible Overlay over the first option stitched into Video 1’s final frame
- Overlay 3 - Invisible Overlay over the second option stitched into Video 1’s final frame
- Overlay 4 - Video 2, activated by clicking on Overlay 2, possibly with its own URL click-through
- Overlay 5 - Video 3, activated by clicking on Overlay 3, possibly with its own URL click-through



Set-Up

- Overlay 1: (“Fade in”)
- Overlays 2 and 3: (Neither – empty)
- Overlay 4: (“Initially hidden” and “Fade in”)
- Overlay 5: (“Initially hidden” and “Fade in”)

Actions

Overlay 1: “When Overlay is double-tapped” > “Make an Overlay full screen” > Overlay 1

Overlay 2: “When overlay is tapped” > “Start an overlay” > Overlay 4
“When overlay is tapped” > “Stop an overlay” > Overlay 1
“When overlay is tapped” > “Stop an overlay” > Overlay 2
“When overlay is tapped” > “Stop an overlay” > Overlay 3
“When overlay is tapped” > “Stop an overlay” > Overlay 5

Overlay 3: “When overlay is tapped” > “Start an overlay” > Overlay 5
“When overlay is tapped” > “Stop an overlay” > Overlay 1
“When overlay is tapped” > “Stop an overlay” > Overlay 2
“When overlay is tapped” > “Stop an overlay” > Overlay 3
“When overlay is tapped” > “Stop an overlay” > Overlay 4

Overlay 4: “When overlay is tapped” > “Load a URL” > http://

Overlay 5: “When overlay is tapped” > “Load a URL” > http://

This same logic could be applied to allow quizzes to be set up from an Aura (like the example above, quizzes involve a question which could be stitched into a video, and a number of possible answers...). Such an Aura might involve a number of images as Overlays, with certain clicks on Invisible Overlays bringing up images saying “You are Correct” or “That was the Wrong Answer”.

If you then combined the principles in this example, with those above in #4a you could have a quiz allowing you to click from question to question, making for an extremely interactive Aura.
e.g. “Select a Question” > “Select an Answer” > “Select another Question”

Building Levels to the Overlay (2D)

If one advantage of ‘Advanced Actions’ is an ability to improve the functionality of simple Auras, the other is an ability to make more interactive Auras, where viewers can choose the content they watch and decide on their own path through an Aura.

Example: Creating a Burger from a Choice of Ingredients

This example from Aurasma partner Tesco for Realfood magazine brilliantly allows viewers to build a Tesco burger through an Aura, using 2D Overlays. Advanced Actions in the Aurasma Studio allow the viewer to construct a burger by selecting and removing ingredients simply by tapping on Overlay buttons which appear at the side of the screen.

Again, the Aura is engaging in the way in which it allows the viewer to make choices and construct a model through the choices they make.

The entire Aura involves thirty-two Overlays, but for the purposes of showing the Actions attached to the buttons which allow for the digital construction and deconstruction of the burger, we will simply focus on the eighteen which matter in terms of creating a Sequenced Aura,



Overlays - 1, 2, 3, 4, 5, 6 – Static PNG graphics of the ingredient icons.

Overlays - 7, 8, 9, 10, 11, 12 – Static PNG graphics of the ingredients in the burger.

Overlay 13 – PNG “Buy Ingredients” button. This appears once finish has been clicked.

Overlay 14 – A PNG call to action: “Now you’ve built our burger...”

Overlay 15 – Static PNG “Finish” Button which then causes the top burger bun to appear and the “Buy Ingredients” PNG.

Overlay 16 – PNG graphic of the top burger bun.

Overlay 17 – PNG circular graphic stating “Start Over”. We will not talk about the actions connected to this button in this document

Overlay 18 – PNG graphic of the front cover

When moving Overlays around on the Auras page in the Studio, pressing the green up arrow will bring your overlay to the top of the list and also to the front of the picture. This makes it easier to move around and resize.

Set-Up

- Overlays 1-6 (“Fade in”)
- Overlays 7-12 (“Initially hidden”)
- Overlays 13 (“Initially hidden”)
- Overlay 14 (“Initially hidden”)
- Overlay 15 (“Fade in”)
- Overlay 16 (“Initially hidden”)
- Overlay 17 (“Initially hidden”)
- Overlay 18 (“Fade in”)

Actions

- Overlay 7-12: [no actions]
- Overlays 13: “When Overlay is tapped” > “Load URL” > <http://>
- Overlay 14: [no actions]
- Overlay 16: [no actions]
- Overlay 17: We will not discuss these in the document.
- Overlay 18: [no actions]

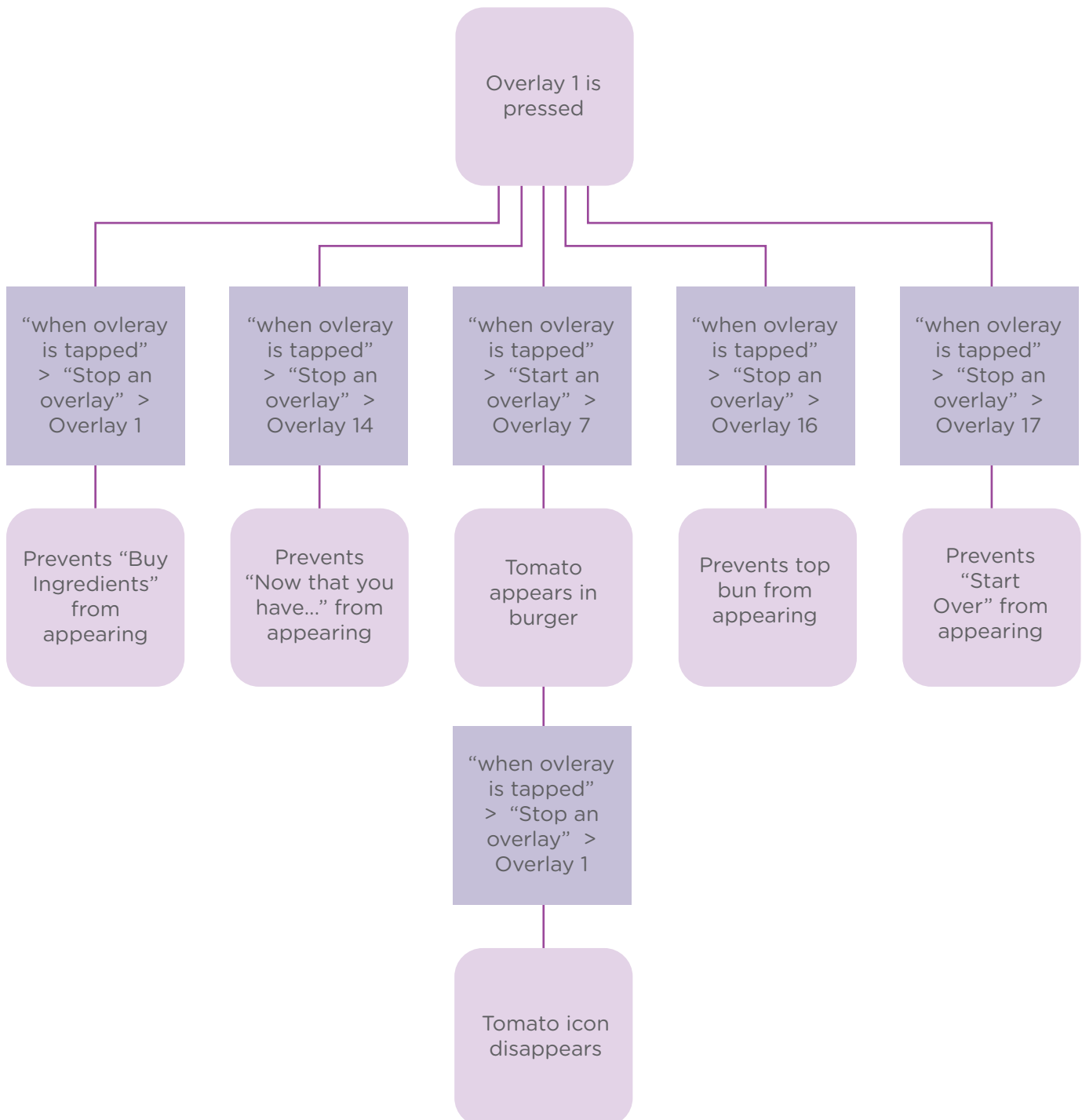
Some of these overlays do disappear and appear. However, this is due to the consequence of interacting with another overlay. For this Aura, the majority of key actions for sequencing videos are attached to the six ingredient buttons and the “Finish” button.

Since the actions associated to each can appear complex, they are best documented in a flow chart.

Overlay 1 (tomato)

Pressing the tomato icon makes a tomato appear in the burger. At the same time, other Overlays (1, 13, 14, 16, 17) need to be stopped or prevented from starting and the other ingredient icons need to remain visible.

In the below, the lighter purple boxes are what the viewer sees and darker purple boxes are actions in the Aurasma Studio.



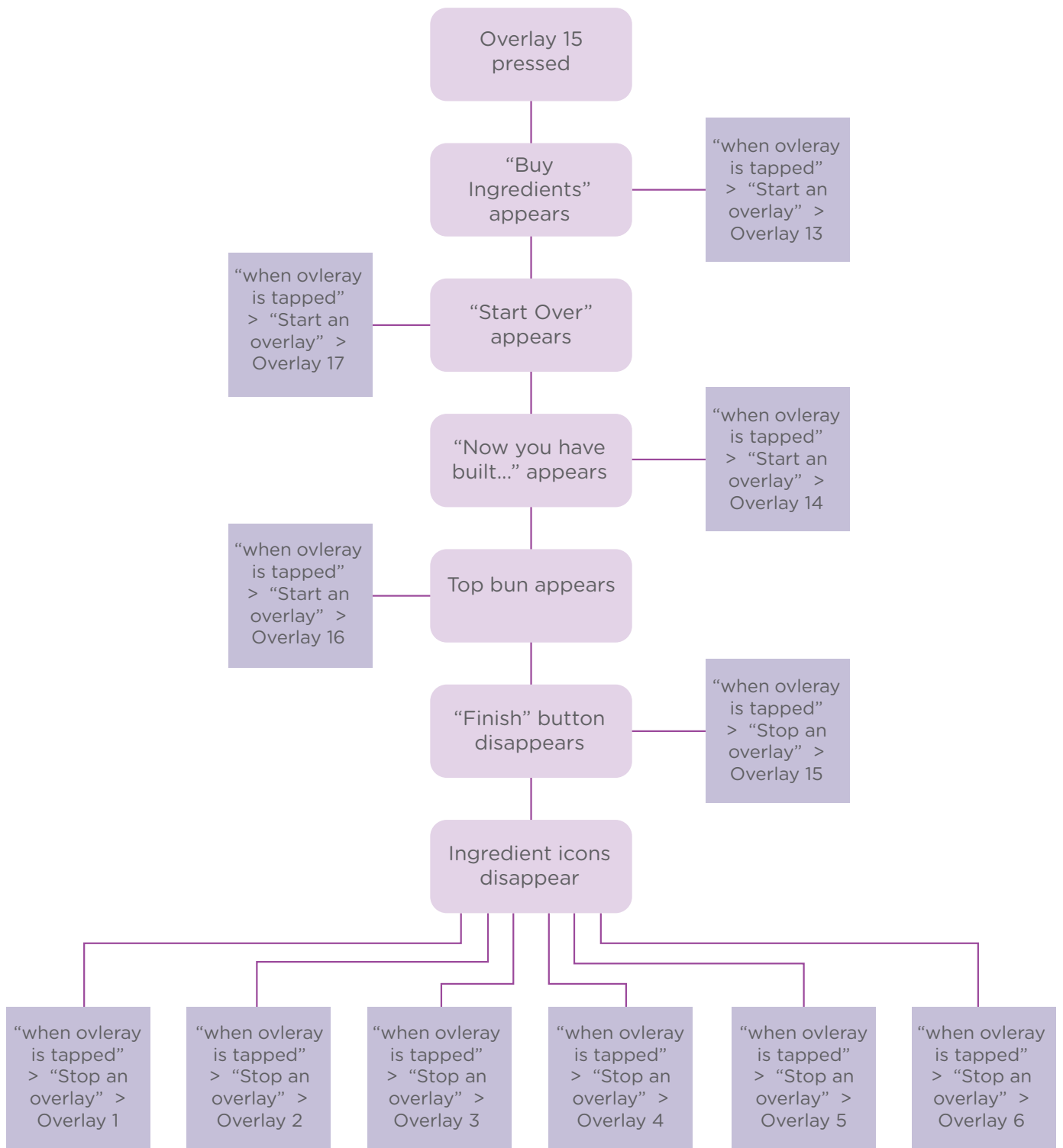
The safety measures taken to make sure the other overlays don't appear requires a number of additional actions. However, it is best to be meticulous in this instance and a good flow chart you will enable you to keep up with which overlay you are working with and what you need to do.

Now that we have done Overlay 1's actions, here are the actions for the other five (2, 3, 4, 5 and 6).

Action	Overlay 2	Overlay 3	Overlay 4	Overlay 5	Overlay 6
1	"When overlay is tapped" > "Start an Overlay" > Overlay 8	"When overlay is tapped" > "Start an Overlay" > Overlay 9	"When overlay is tapped" > "Start an Overlay" > Overlay 10	"When overlay is tapped" > "Start an Overlay" > Overlay 11	"When overlay is tapped" > "Start an Overlay" > Overlay 12
2	"When overlay is tapped" > "Stop an Overlay" > Overlay 2	"When overlay is tapped" > "Stop an Overlay" > Overlay 3	"When overlay is tapped" > "Stop an Overlay" > Overlay 4	"When overlay is tapped" > "Stop an Overlay" > Overlay 5	"When overlay is tapped" > "Stop an Overlay" > Overlay 6
3	"When overlay is tapped" > "Stop an Overlay" > Overlay 13	"When overlay is tapped" > "Stop an Overlay" > Overlay 13	"When overlay is tapped" > "Stop an Overlay" > Overlay 13	"When overlay is tapped" > "Stop an Overlay" > Overlay 13	"When overlay is tapped" > "Stop an Overlay" > Overlay 13
4	"When overlay is tapped" > "Stop an Overlay" > Overlay 14	"When overlay is tapped" > "Stop an Overlay" > Overlay 14	"When overlay is tapped" > "Stop an Overlay" > Overlay 14	"When overlay is tapped" > "Stop an Overlay" > Overlay 14	"When overlay is tapped" > "Stop an Overlay" > Overlay 14
5	"When overlay is tapped" > "Stop an Overlay" > Overlay 16	"When overlay is tapped" > "Stop an Overlay" > Overlay 16	"When overlay is tapped" > "Stop an Overlay" > Overlay 16	"When overlay is tapped" > "Stop an Overlay" > Overlay 16	"When overlay is tapped" > "Stop an Overlay" > Overlay 16
6	"When overlay is tapped" > "Stop an Overlay" > Overlay 17	"When overlay is tapped" > "Stop an Overlay" > Overlay 17	"When overlay is tapped" > "Stop an Overlay" > Overlay 17	"When overlay is tapped" > "Stop an Overlay" > Overlay 17	"When overlay is tapped" > "Stop an Overlay" > Overlay 17

Overlay 15 ("Finish")

Now we need to do a similar process with Overlay 15. When Overlay 15 is pressed (the "Finish" button), the "Buy Ingredients" button, "Start Over" button, the "Now you have built our burger.." and the top bun appear. In the meantime, the "Finish" button and the icons need to disappear. We have shown this in the following spider diagram.





Interactive “Game”

Example: Aurasma Band

Aurasma created its very own Aurasma Band in order to show how a game could be created out of an Aura built with Sequenced Overlays. This has been done with 3D animated models, but could equally have been achieved with videos.

For a video of the Aura in action, see <http://www.youtube.com/watch?v=dFTeVOuNORQ>

This Aura demonstrates how ‘Advanced Actions’ can be used to bring yet another dimension to an Aura – that is by using the power to give choices to viewers in order to create a game. The challenge in this Aurasma Band example, by tapping on the 4 instruments, is to activate them in synch with one another in order to have them play in rhythm.

This Aura is therefore engaging not only because it calls on the viewer to make choices, but because those choices then become part of the challenge of creating a decent rhythm!

13 Overlays are used in this Aura

- Overlays 1, 2, 3, and 4 – Buttons to select an instrument to start playing
- Overlays 5, 6, 7, and 8 – Invisible Overlays which double-up on the buttons which stop the instruments
- Overlays 9, 10, 11, 12, and 13 – 3D models of the four instruments playing, and the stage on which they sit.

Set-Up

- Overlays 1, 2, 3, 4: No set up option
- Overlays 5, 6, 7, 8: (“Initially hidden”)
- Overlays 9, 10, 11, 12: (“Initially hidden”)
- Overlay 13: No set up option

Actions

Overlay 1: “When overlay is tapped” > “Start an overlay” > Overlay 9;
 “When overlay is tapped” > “Start an overlay” > Overlay 5

Overlay 2: “When overlay is tapped” > “Start an overlay” > Overlay 10;
 “When overlay is tapped” > “Start an overlay” > Overlay 6

Overlay 3: “When overlay is tapped” > “Start an overlay” > Overlay 11;
 “When overlay is tapped” > “Start an overlay” > Overlay 7

Overlay 4: “When overlay is tapped” > “Start an overlay” > Overlay 12;
 “When overlay is tapped” > “Start an overlay” > Overlay 8

Overlay 5: “When overlay is tapped” > “Stop an overlay” > Overlay 9;
 “When overlay is tapped” > “Stop an overlay” > Overlay 5

Overlay 6: “When overlay is tapped” > “Stop an overlay” > Overlay 10;
 “When overlay is tapped” > “Stop an overlay” > Overlay 6

Overlay 7: “When overlay is tapped” > “Stop an overlay” > Overlay 11;
“When overlay is tapped” > “Stop an overlay” > Overlay 7

Overlay 8: “When overlay is tapped” > “Stop an overlay” > Overlay 12;
“When overlay is tapped” > “Stop an overlay” > Overlay 8

Overlays 9, 10, 11, 12, and 13: No actions attached

The Aura therefore effectively works through each button carrying two Overlays, one the button image, the other an empty, invisible Overlay. This allows for the tapping to start and then stop, and then start the instruments again – in the actions list above you will see that the button image Overlays (Overlays 1-4) carry the exact opposite action commands as their corresponding Invisible Overlays (Overlays 5-8).

\ Appendix

Bulk Uploading Assets

Uploading a larger number of Trigger Images and Overlays to the Aurasma Studio can be a time consuming process. Here are a few tips on how to speed this up.

Upload Trigger Images or Overlays in Bulk

The longest process in the Aurasma Studio can often be uploading your Trigger Images and Overlays. To make the process more convenient and save you going through numerous individual uploads, you can upload a number of assets in bulk, using a .tar file. To then further speed up this process, bulk uploads can be compressed (for instance to .tgz, .tar.gz, .tar.bz2).

A .tar file can be created using a number of programmes, but we recommend one called “7-Zip”. Your Trigger Images/Overlays can then be contained in the .tar file and uploaded in one go. Aurasma will automatically name these assets with reference to the name of the .tar file.

Upload Trigger Images or Overlays from a Web Page using their URL

If you are already hosting Trigger Images or Overlays you want to use on Aurasma on a web page, you can save time by simply uploading them to the Aurasma Studio using their URL, as opposed to downloading them first and uploading them as PNGs or MP4s.

- Right click on the image or video and select “Copy Image URL”
- Enter the Aurasma Studio, name the Trigger Image/Overlay, and select the Browse option to upload
- Paste the URL into the File name space, upload and save.

Web Overlays

Upon request (contact partner@aurasma.com), it is possible to upgrade an Aurasma Studio account to allow for HTML5 web pages to be used as Overlays. These display a web page within an Aura itself – for example bringing up a map that shows you where you are, a list of real time share prices or a Twitter feed.

Step 1 - elect the “Overlays” icon from the right hand tool bar

Step 2 - Click “Add” in the Overlays window

Step 3 -Select “Web Page” for “Overlay Type”

Step 4 - Add the page’s URL in the space provided and name the Overlay

Step 5 - Upload any image via the “Browse” button. This will not appear when the web Overlay is triggered, but rather allows you to size the web Overlay when adding it to an Aura.

Note: web Overlays are currently only supported for iOS. They will not work for users of Aurasma on Android.

\ Aurasma powered Apps



\ Kernel Guide

The Aurasma Kernel contains the full functionality of Aurasma technology. It is provided as a package for partners to embed into their own Apps to bring the full Aurasma experience to their users.

This guide covers the process of embedding the Aurasma Kernel into your Apps, from the first step of requesting the Kernel via the Aurasma Studio, through to embedding instructions relating to Apple and Android devices. It also discusses how you can pre-link Channels as default to your Kernel App.

Here are some examples of Apps that have integrated the Aurasma Kernel

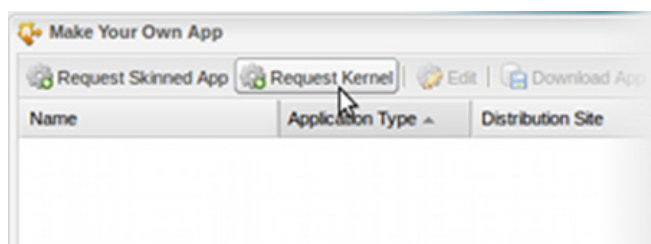


- Sanctus – a simple application that is just a single splash page with a button to launch the Aurasma viewfinder
- HUB09 Social Tribe – a newly created application that is half social media feed, half Aurasma
- KFC Japan – an existing application with a multitude of functions to which Aurasma is added as an extra feature. The above page from within the App provides a clear guide to using Aurasma that the user can read before launching the viewfinder.

Requesting and Downloading the Aurasma Kernel

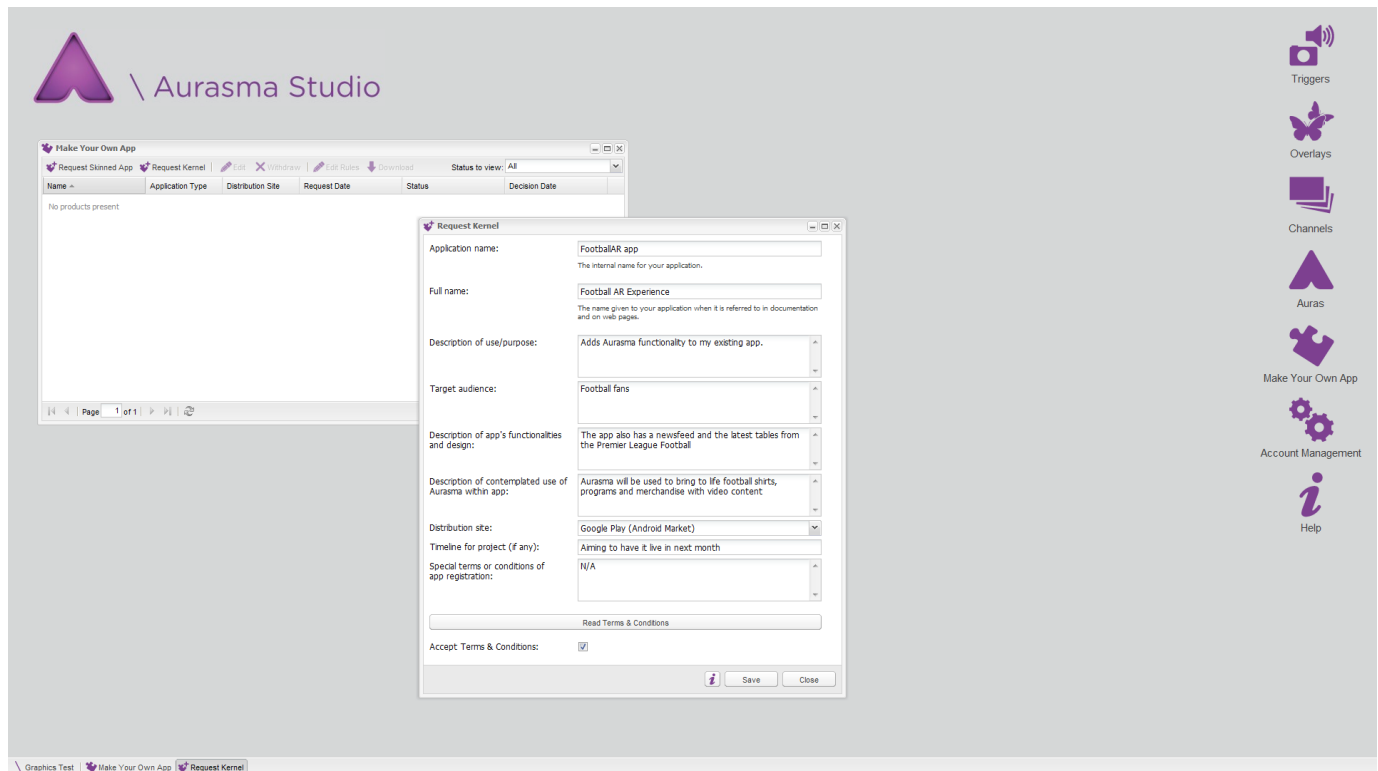
Whether your App is available on the App Store or on Google Play, the process of requesting the Aurasma Kernel is the same.

Requesting and downloading the Aurasma Kernel is done through your existing Aurasma Studio account. First you need to click on the “Make Your Own App” icon on the right hand side of the screen, and then the “Request Kernel” button that appears.



If you do not see these options, select the ‘Account management’ icon from the right tool bar. Then tick the ‘Kernel’ option to upgrade your Aurasma Studio account.

You then need to enter all the required information into the form.



Note: In order to be able to pre-link Channels of content to your Kernel, the application name made here must match a host application's "Bundle Name".

Once you process your application, the status of your application should immediately change to 'Ready for Download'. If it appears as 'Pending', the reason for this is likely to be that you have used the terms 'Aurasma' or 'Aura(s)' in your application name. Since these terms are used to identify pre-linked Channels to the main Aurasma App, they cannot be used in any Kernel application. To download the Kernel, highlight your application and then select Download. Your download should begin automatically.

The Aurasma Kernel Package

The package you download should contain everything you need to get started with the Aurasma Kernel:

- AurasmaKit - This is the Aurasma Kernel itself. This folder should contain the Aurasma Kernel as a static library to be linked against, along with the necessary headers
- AKTest - A sample application which embeds the Aurasma Kernel, complete with XCode project
- AKTest Auras - Sample Triggers for Auras which are available within the AKTest application.

Sample application: AKTest

AKTest is a sample application containing just a single button. When pressed, this button loads up the Aurasma Kernel.

All source code for AKTest is included in the package, along with an XCode project for building the application.

To try out AKTest, simply load the AKTest project in XCode, click "Build and Run", and watch AKTest load up your connected device.

Note: Whilst the Aurasma Kernel will run inside the XCode simulator, due to Aurasma's use of your smart device's camera, to fully test the Aurasma Kernel in any application it will need to be run on a physical device.

Sample Auras: AKTest

Aurasma is configured to push some default Auras to the AKTest App. Trigger images for each of these sample Auras are included in the package that you have already downloaded.

Once you have AKTest running on your phone, open up the Aurasma Kernel by clicking on the "Launch Aurasma!" button and point your phone at this Trigger image to see it come to life.



Note: If the sample Auras do not load immediately, try waiting a few moments to allow the Aurasma Kernel time to sync its list of Auras with AurasmaCentral



Embedding the Aurasma Kernel – Apple devices

The Code

The Aurasma Kernel can easily be embedded into your own app with the addition of only a few lines of code and by setting the appropriate build options.

The entire Aurasma Kernel is controlled by a single view controller, AKViewController - instantiating and presenting this view controller is all that is needed.

An AKViewController can be created using the following convenience creator provided in AKViewController.h:

```
+(AKViewController*)aurasmaViewControllerWithDelegate: (id<AKViewControllerDelegate>)delegate;
```

Presenting the returned ViewController modally will run Aurasma.

The Aurasma Kernel requires a delegate which implements a single method:

```
-(void)aurasmaViewControllerDidClose:(AKViewController*)aurasmaViewController;
```

This delegate method is called whenever the Aurasma View Controller wishes to return program control to the host application.

The Build Process

The Aurasma Kernel requires a number of frameworks and a couple of additional linker flags in order to compile. These are included in the AKTest project but are listed here.

Other linker flags:

```
-ObjC -all_load
```


Required projects/frameworks:

libsqlite3.dylib	CoreAudio.framework
libxml2.dylib	AVFoundation.framework
libz.dylib	CFNetwork.framework
libbz2.dylib	CoreLocation.framework
MobileCoreServices.framework	QuartzCore.framework
MessageUI.framework	Security.framework
CoreMedia.framework	SystemConfiguration.framework
CoreMotion.framework	UIKit.framework
CoreVideo.framework	Foundation.framework
OpenGL.ES.framework	CoreGraphics.framework
AudioToolbox.framework	OpenAL.framework

Congratulations! Your own App now has Aurasma embedded within it.



Embedding the Aurasma Kernel – Android devices

Setting up your project to include the Aurasma Kernel

This section details the entire process for linking the Aurasma Kernel library into your application in preparation for launching it from your Activities

Step 1 - Firstly, extract the contents of the Kernel .zip file you just downloaded from Make Your Own App. It contains an example project, AKTest, which includes the Kernel folder, /AurasmaKernel.

Step 2 - If you already have an Android project, copy the /AurasmaKernel folder into the project. Otherwise, make a new Android project and copy the /AurasmaKernel folder into it.

Step 3 - Next, edit the project.properties file in your project and add the line:

```
android.library.reference.1=AurasmaKernel
```

If your project doesn't have a project.properties file, generate one with:

```
android update project -path. and add the above line to it.
```

Step 4 - Now edit your AndroidManifest.xml. A sample AndroidManifest.xml is provided in the Kernel directory and we recommend that you use this one to ensure that all Aurasma components are safely included.

- Backup your existing manifest file and replace it with AndroidManifestSample.xml from /AurasmaKernel.
- Replace the placeholder text (XML strings indicated by < >) with your application's name, icon and package name.
- If you already have Android components declared in your old manifest, copy their declarations

underneath the line:

```
<!-- Your application's activity, service, provider, and receiver definitions go here -->
```

d. Find the `<uses>` declarations at the bottom of the file. If your application requires any permissions not already listed here, add them to this section. You may also need to increase the `minSdkVersion` if your application requires newer API features. Do not set this to a value lower than 8, otherwise Aurasma may fail to run.

Step 5 - Copy your `local.properties` file into `/AurasmaKernel`. The Kernel should then build and link as a library project.

How to launch Aurasma from your Activity code

Aurasma can be launched the same way as any other activity in Android: calling `startActivity()` with an Intent.

Step 1 - To obtain an Intent object for Aurasma, use the `AurasmaIntentFactory` class in the `com.Aurasma.Aurasma` package.

Step 2 - Import the `AurasmaIntentFactory` class into the Activity which should launch Aurasma: `import com.Aurasma.Aurasma.AurasmaIntentFactory;`

Step 3 - To obtain the Intent, call `AurasmaIntentFactory.getAurasmaLaunchIntent()`. The parameters for this method are as follows:

Type	Name	Description
<code>android.content.Context</code>	<code>application</code>	A package context to create the Intent. Normally a reference to the current Activity, but may also be from the return of <code>getApplicationContext()</code> .
<code>java.lang.String</code>	<code>userAgentName</code>	Name to send to Aurasma's server when requesting data. Used to decide which Auras will be downloaded.
<code>java.lang.String</code>	<code>versionNumber</code>	Your application's version number to send to the server.
<code>boolean</code>	<code>portraitTracker</code>	Orientation of <code>TrackingActivity</code> . Set to false unless you change <code>TrackingActivity</code> 's orientation in your Manifest to be portrait.

Step 4 - Call `startActivity()` with the returned Intent. (You can also use `startActivityForResult()`, but the returned value will always be `RESULT_CANCELLED`.)

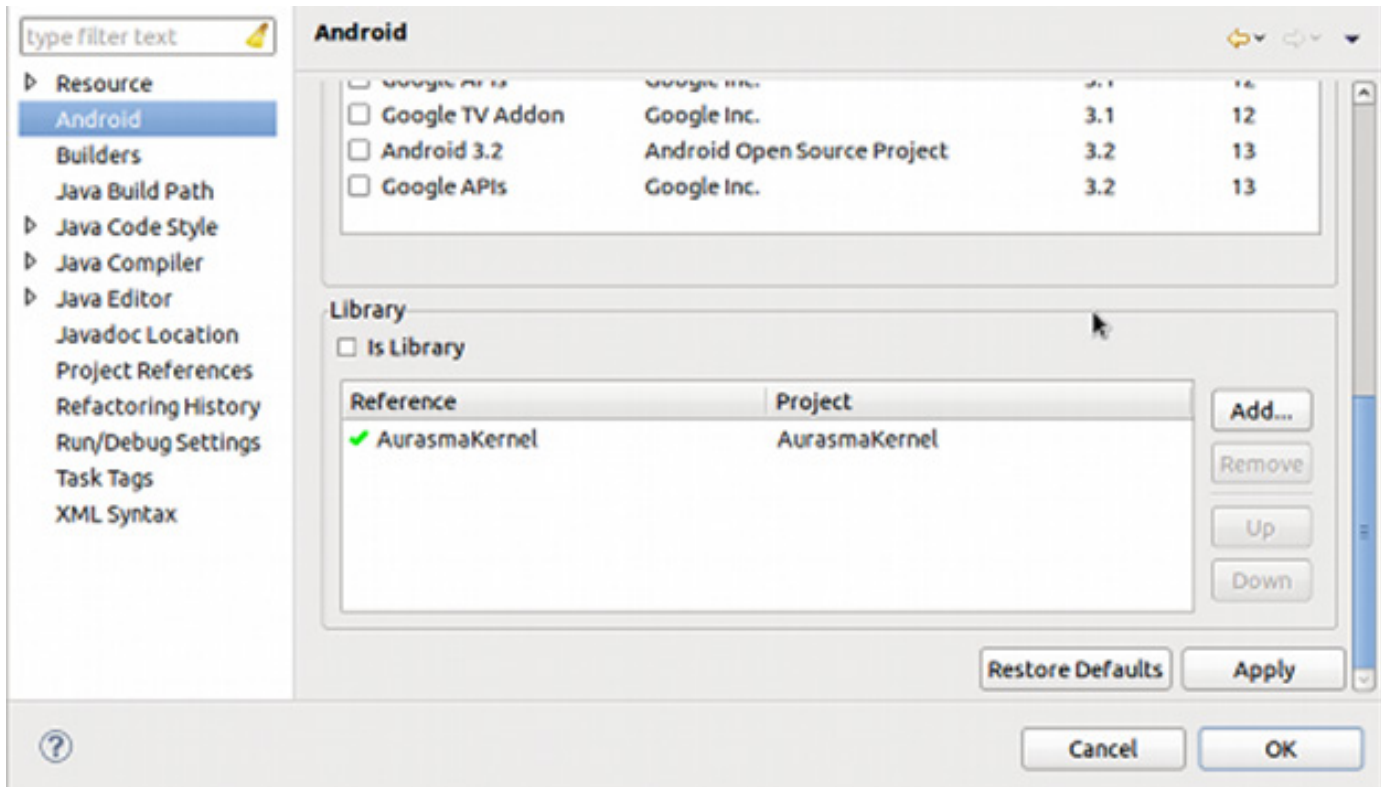
Step 5 - When the user exits Aurasma, control will return to the Activity which started Aurasma.

How to set up Eclipse to build your project

Aurasma-enabled projects can be linked and built using the Eclipse ADT, but some additional setting-up may be required to ensure the final package is built correctly. This section assumes you have successfully set up your project as described so far, and that you can build your project using Ant.

Note: These instructions are provided for Eclipse 3.7.0 (Indigo) and ADT 14, and may vary between versions.

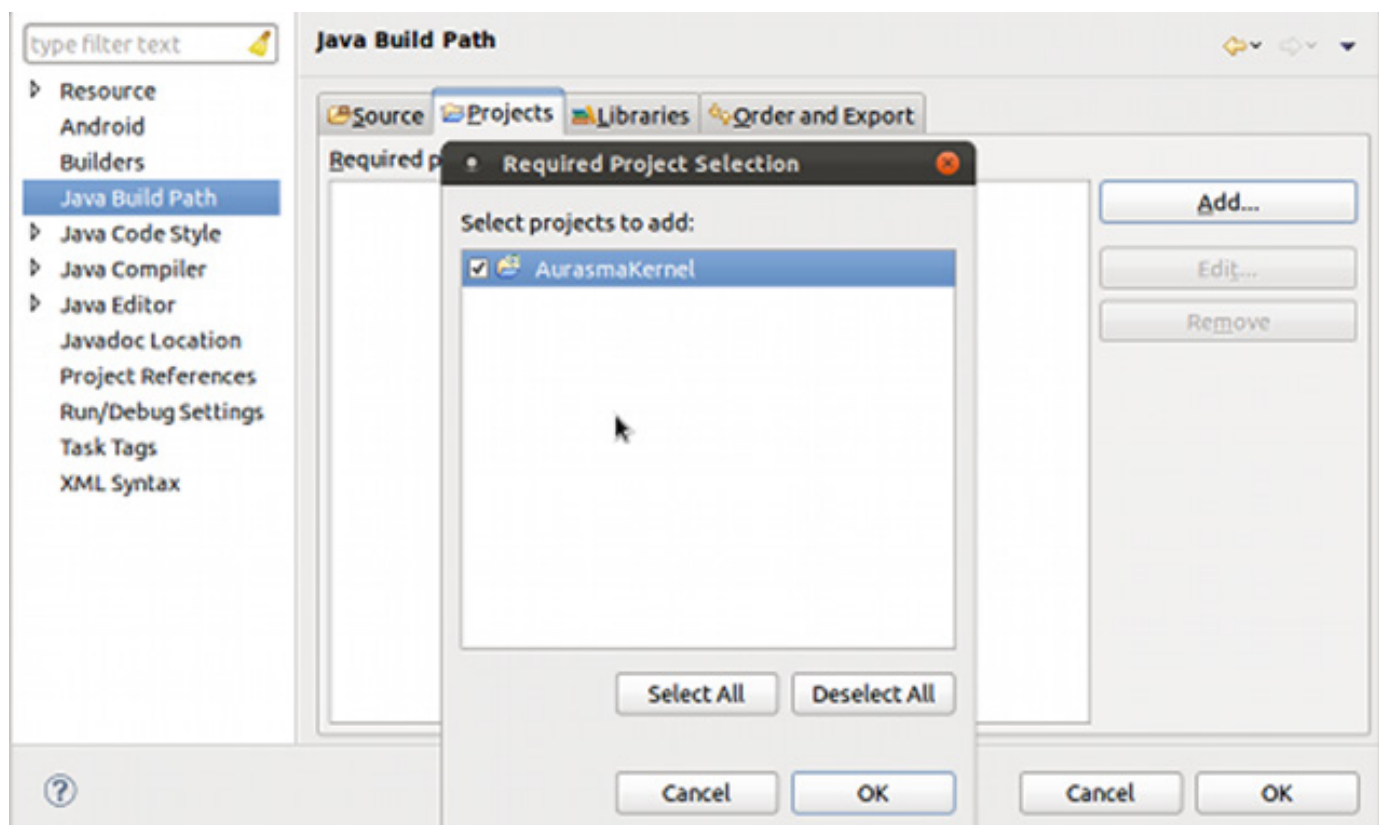
Step 1 - Import the contents of the `/AurasmaKernel` folder into your Eclipse workspace using the Existing Projects into Workspace import option.



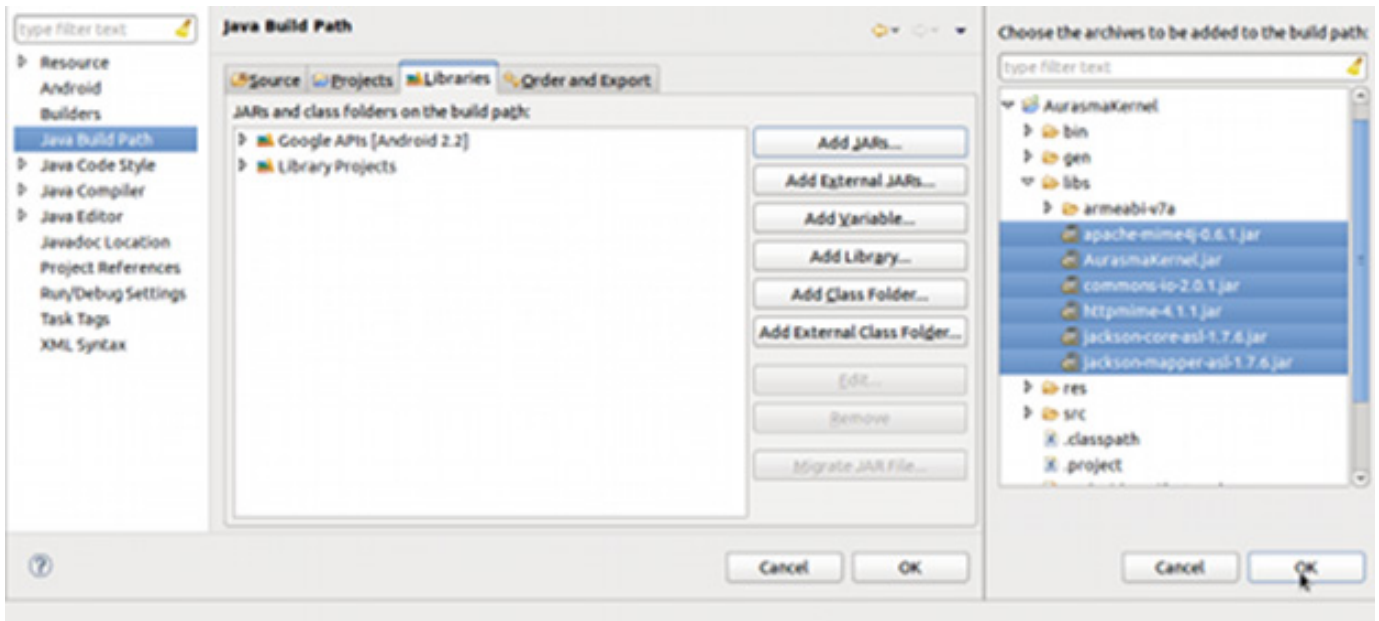
Step 2- Eclipse should automatically find the library project and create the links. Check that this has worked by opening Project Properties for your project. Go to the Android group. In the Library section, you should see a green tick next to AurasmaKernel. If there is a red cross, check the paths are correct.

Step 3 - Now let's set up the Java Build Path section of your Project Properties:

- a. In the Source tab, make sure that only your /gen and /src folders are listed. No source from library projects should be included.



b. In the Projects tab, add a new required project to point to AurasmaKernel. Aurasma will not start correctly if it is not included here.



c. In the Libraries tab, click Add JARs, find /AurasmaKernel/libs, and include all six JARs in this folder. You should also remove Library Projects from this list if your Projects has build path problems (indicated by a red exclamation mark).

d. In the Order and Export tab, make sure only /gen and /src are exported.

Step 4 - If there are still errors, run a full clean on the workspace, and you should be ready to build and run your project.

Congratulations! Your own App now has Aurasma embedded within it.

Linking content to the Kernel App

For any content to be automatically viewable to users, this needs to be pre-linked to the App. Please follow the steps below in order to successfully link your desired Channel(s) to your Skinned App:

Step 1 - Click “make my own App” icon in the Aurasma Studio

Step 2 - Highlight your App name

Step 3 - Click “edit rules”

Step 4 - Click “add Channel”

Step 5 - Select your Channel from the dropdown box

Step 6 - Click “save”

Step 7 - Repeat for any additional Channels you would like to link

Note: If you select the “Public” box you can also link Channels of content from the wider Aurasma platform to your App. For example this may be useful if you more than one Aurasma Studio account.

Note: before submitting the application to your App store, you should link at least one Channel to the Kernel. You can add or remove Channels at any point before, during or after the App submission process, and the App will be dynamically updated – so there is no need for the content initially linked to be finalized. Rather this content just needs to demonstrate active functionality in the App.

Live App

Congratulations, you should now have been able to submit an application or an update to an App to the App Store or Google Play with Aurasma embedded inside it.

Once your application is live, be sure to let the Aurasma team know so that we can download the App and try it out!

We would also love to feature your App and work on our website and social media Channels, and assist with any PR or media activities around their use.

Please contact partner@Aurasma.com to let us know your news and if you would be interested in us working together on some press activity or videos online of the Apps in action.

\ Skinned App Guide

Aurasma Partners can apply for Skinned Apps for either Apple (iOS) or Android. These Apps have all the same functions as the main Aurasma App, but are customised to incorporate a partner's unique branding. Once created, they are then submitted to the App Store or Google Play by the partner as the owner of their App.

Any Channels can be pre-linked by default to any Skinned App. The advantage of this is that a user does not need to subscribe to a Channel to activate content; Auras can be immediately viewed upon opening the App.

Please note that submitting your iOS Skinned App to the App Store is an undertaking that requires careful attention (as well as access to a Mac and an Apple Developer account). That being said, this document contains a step-by-step guide to assist you along the way.

Customisation Options

The skinning process involves four areas of unique re-branding, itemised below:

- Application name
- Application icon
- Additional splash screen shown before the in-built Aurasma splash screens
- UI Background Images for the App's menu screen (for iOS only, optional)

Sample Skinned App

The following images show the look and feel of a Skinned App.



Your App installed on a device



Aurasma App launch video



Your App launch video



App opens in 'viewfinder' mode

1. Select a Platform(s)

When you apply for a Skinned App, you need specify whether the application is for the App Store or Google Play. If you require an App for both platforms, you must fill out two separate applications with different assets. We advise that you choose the same application and display name for both, as this will mean you only need to link Channels of content to your Apps once.

Skinned versions of the Aurasma Lite App are currently available for iOS 4.0+ (iPhone 3GS, iPhone 4, iPhone 4S, iPads with cameras, iPod Touch) & Android Versions 2.2+ (with camera and ARM chip v7+).

2. Obtain iOS Provisioning Profile and Bundle App ID (iOS Only)

The App Store requires any application supplied by Aurasma to be re-signed before it can be uploaded. To prepare this, you must supply Aurasma with your iOS Provisioning Profile and your related Bundle App ID. The following instructions will help you to obtain them.

- iOS Distribution Provisioning Profile – Best described as the license you need to distribute the application to the App Store (NOTE: It is very important that you request a Distribution Profile – and not a Developer or Ad Hoc Profile for submitting your Aurasma Skinned App)
- Bundle App ID – This relates to the iOS profile, and is best described as a registration number which links the Skinned App to your Apple account

PLEASE READ THESE NOTES BEFORE CONTINUING

- You must use the same Mac (OS 10.6+, with XCode 4.2+ installed) to obtain the iOS Distribution Provisioning Profile & App Bundle ID and to submit your App to the App Store.
- If you already have an iOS Provisioning Profile & Bundle App ID you plan to use, please make sure your provisioning profile is for distribution purposes (an Ad Hoc or Developer Profile will not work for submitting an Aurasma Skinned App).

Step-by-Step Instructions for obtaining your iOS Credentials

Step 1 - If you do not already have an Apple Account, visit <http://developer.apple.com/programs/ios> to register for one. There is a one-off cost of \$99 for the basic account required to distribute Apps on the App Store. Once registered you will have access to two sites: the iOS Developer Center and iTunesConnect.

Step 2 - Once inside the iOS Developer Center, you will need to select 'iOS Provisioning Portal' in order to apply for your provisioning profile and Bundle App ID (in order to see the 'iOS Provisioning Portal' link you need to have admin rights within your development team). There is a series of tutorial videos explaining the details of securing your certificate, and creating your App IDs.

Step 3 - Your first step is to choose an App ID – this is typically in the form of com.mycompany.myapp

Step 4 - The iOS provisioning profile is then required for you to develop, test and create Apps in iTunesConnect. Please select 'App Store Distribution'.

IMPORTANT NOTE: You cannot currently upload an Aurasma Skinned App using a developer or ad hoc provisioning profile, so please take care to select the provisioning profile for distribution purposes!

Step 5 - To obtain this, you first need to go to 'Certificates' followed by 'Distribution' to request a distribution certificate.

Step 6 - Once you have your Distribution Certificate, you can then go to 'Provisioning' and 'Distribution' to request a profile. This profile is a .mobileprovision file. Here you will need to specify an App Identifier. This should be the same as the App ID you chose earlier, so com.mycompany.myapp. For a step-by-

step guide on obtaining a provisioning profile for distribution click [here](#).

Step 7 - On opening the provisioning profile, the Bundle App ID will be listed under 'App Identifier' (but starts after the first '.' - i.e. it does not include the first 10 characters). For App Store distribution, this must match the App ID registered for the App in iTunesConnect.

NOTE: If you are intending to create several Apps and want to use a single provisioning profile, then the App Identifier for the provisioning profile can be com.mycompany.*. In this case, you must specify the Bundle App ID, so it would still be com.mycompany.myapp to match the App ID in iTunesConnect.

Extra Video Guidance on Using the Apple Developer Site:

- Creating a Provisioning Profile: <http://www.youtube.com/watch?v=7Rypv7RcMIY>
- Requesting an Apple ID: <http://www.youtube.com/watch?v=mX4v9A2bpjs>

3. Prepare Graphical Assets

Before placing your Skinned App request(s) on the Aurasma Studio, there are certain graphics and bits of information that you need to have ready. The specifications for these graphics will vary between the two platforms. It is important the assets are built exactly to the requirements in order for the applications to be accepted. Please review the specifications & examples for each platform carefully before preparing your assets. If they are not exactly right, our spec check system will reject them when you attempt to upload.



NOTE: Simple image editing software such as Preview (installed on Mac OS X), Paint (the most basic version is installed on Windows) or Gimp (more powerful and downloadable for both) can be used to resize or crop images to exact sizes.

Required Android Assets



The following three PNG assets will need to be submitted for the creation of an Android App. Please carefully note the pixel dimensions & samples below carefully before submitting your assets.

App Icon Image

PNG, 96x96 pixels. Both square & rounded corners are accepted, and the image can contain alpha

Phone Splash Screen Image: PNG, 800x480 pixels

Tablet Splash Screen Image: PNG, 1280x800 pixels

Required iOS Assets



The following PNG assets will need to be submitted for the creation of an iOS App. The App Store requires multiple uniquely sized assets, so please carefully review the specifications & samples below in order to submit them correctly.

Each asset must meet the specification requirements before submitting to Aurasma. If they are not exactly right, you will need to edit them in order to be able to complete your submission.

App Icon Images

Please note that only square edges are accepted. The rounded edges are created by Apple after an App is submitted to them.

iPhone/iPod icon: PNG 114x114 pixels

iPad icon: PNG 72x72 pixels

App Store icon: PNG 512x512 pixels

Splash Screen Images

iPhone/iPod PNG 960x640 pixels

iPad PNG 1024x748 pixels

Optional iOS Assets

Two additional custom branding options are available for iOS Skinned Apps: custom background images & custom branding colours in the App's menu screens (see samples below). If you want to take advantage of these features, please submit them to the following specifications.

Custom Menu Screen Background Images

iPhone/iPod - PNG 960 x 960 pixels

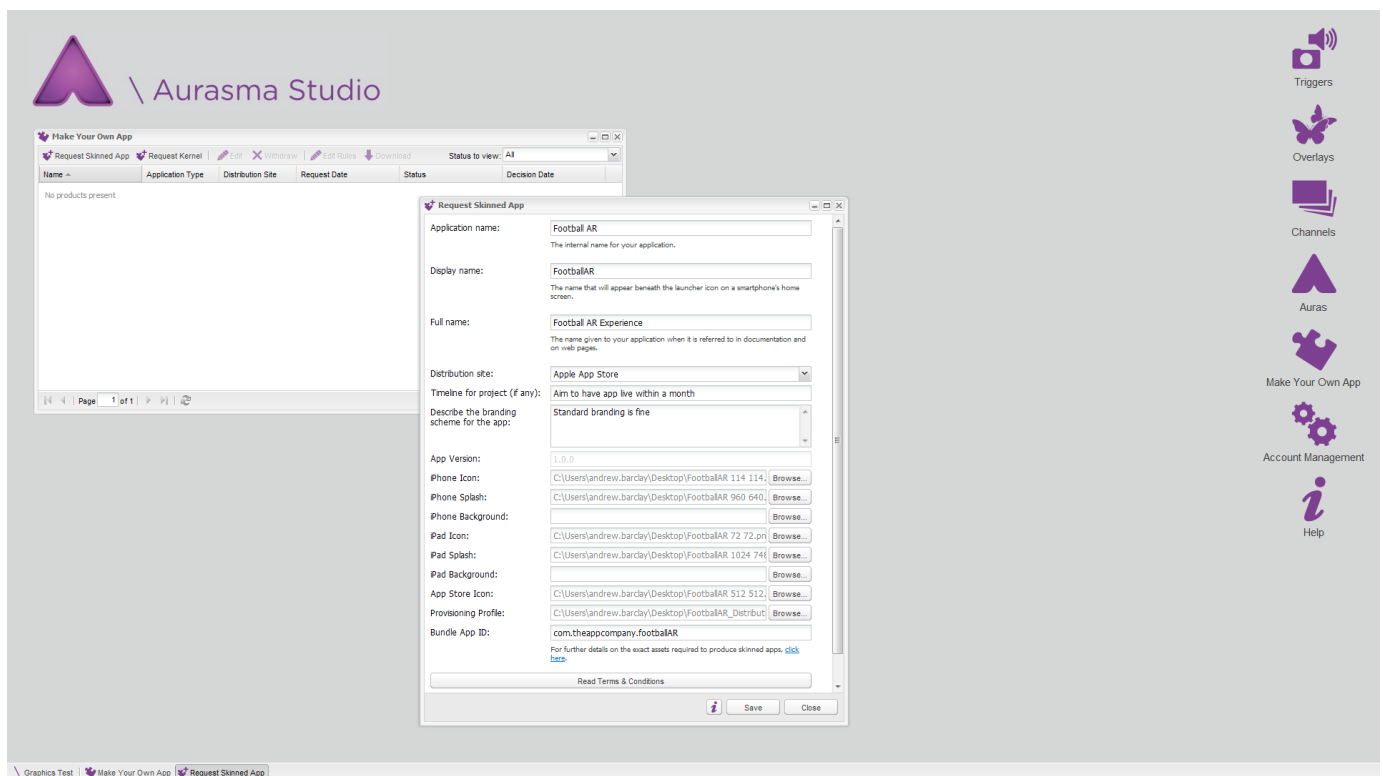
iPad - PNG 1024 x 1024 pixels

4. Submit your Skinned App Request via the Aurasma Studio

Once you have finalised & verified the accuracy of your assets, you are ready to submit your request to Aurasma. Remember, if you plan to create both Android & iOS Apps, you will need to complete these steps separately for each platform. Please take care that your assets are accurate before you upload them in order to ensure proper submission.

NOTE: Any future edits to the Skinned App will require the entire App to be recreated.

NOTE: If you do not see the options mentioned below, select 'Account Management' and tick the 'Skinned App' box in order to upgrade your account.



Step 1 - Log into your existing Aurasma Studio account

Step 2 - Click on the 'Make Your Own App' icon on the right hand side of the screen

Step 3 - Click the option to 'Request Skinned App'

Step 4 - Follow prompts to enter your application Name & Display Name. We recommend selecting a display name with fewer than 13 characters in order to avoid truncation when it appears on the user's device.

Step 5 - Select the distribution site. For Android, select 'Google Play'. For iOS, select 'Apple App Store'.

Step 6 - Do not adjust the App Version field. (By default, your Skinned App is version 1.0.0. If in future you wish to update a live Skinned App to the latest version of Aurasma, you re-apply here and state v1.0.1. for the next version, v1.0.2. for the next etc)

Step 7 - Indicate the Timeline of the Project (if any). Please note that it takes up to 3 business days to review, create, test and publish your created Skinned App to your account.

Step 8 - Attach each required asset for the platform you selected in the appropriate box. It is important that these exactly meet the required specifications. If they are not correct, your submission will not be successful.

Step 9 - (Required step for iOS only) Enter your Provisioning Profile & your Bundle App ID in the appropriate boxes. Please specify the bundle ID without the 10 character “Bundle Seed ID” prefix – just in the form of com.mycompany.myapp.

Step 10 - Read the terms and conditions, then tick the box to accept them.

Step 11 - Verify your information is accurate, then press ‘Save’ to submit your request.

Troubleshooting

In the event your App request submission fails, it is likely because one or more of your assets were not prepared correctly. In the event of error, please double check each asset & try again. If it still fails, see the appendix of this document for a list of common error messages and their solutions.

What happens next:

- Once you submit your App, the status will change to: Pending
- After our team approves your assets, the status will update to: approved – Processing App
- Once your App is created and tested, the status will change to: Ready for Download

5. Download App(s) from the Aurasma Studio

Providing your assets were all correct upon submission, it takes up to three working days for Aurasma to produce your App. Once the status of your Skinned App submission changes to ‘Ready for Download’, you are ready to download the file and to your desktop and submit the App to the App Store/Google Play. Android Apps will be returned as .apk files & iOS Apps will be returned as .xarchive files.

When you receive your Aurasma Skinned App for iOS, you will not be able to test this on your device before submitting to Apple, due to the way Apple’s “Profile” system works. However, please be assured that we have thoroughly tested your App. You can test your Auras through the main Aurasma App.

6. Create Your First Aura(s)

Prior to submission to the App Store or Google Play, it is very important that at least one Channel with at least one Aura is linked to the App. This is required to demonstrate active functionality within the App before the App Store or Google Play can approve your App for distribution.

The basic steps for making an Aura are as follows:

Step 1 - Upload a Trigger image (PNG or JPG, under 500,000 pixels in size)

Step 2 - Upload an Overlay (Video: MOV, MP4 or (if alpha) FLV file, h264 codec, under 100 MB in size or Image: PNG or JPG)

Step 3 - Create a Channel

Step 4 - Create an Aura by tying all the above elements together

For more detailed information see section 1 - Aurasma Studio

NOTE: You have the flexibility to add, update, edit or remove Auras & Channels at any point before, during or after the App submission process. Therefore, your first Aura content does not need to be perfect, it just needs to demonstrate active functionality.

Link Content to your App

For any content to be automatically viewable to users, this needs to be pre-linked to the App. Please follow the steps below in order to successfully link your desired Channel(s) to your Skinned App:

Step 1 - Click “make my own App” icon in the Aurasma Studio

Step 2 - Highlight your App name

Step 3 - Click “edit rules”

Step 4 - Click “add Channel”

Step 5 - Select your Channel from the dropdown box

Step 6 - Click “save”

Step 7 - Repeat for any additional Channels you would like to link

Note: If you select the “Public” box you can link Channels of content from the wider Aurasma platform to your App. For example this may be useful if you more than one Aurasma Studio account.

7. Submit Your Skinned App to Stores

When submitting your App, it is important to provide ample information and screenshots to explain how to use your App. This is not only helpful for those downloading your App, but can help you avoid rejection from stores. In some cases, the App Store will question Skinned Apps because they were either not able to use the App or did not see why a user would want to download it.

To prevent these possible store rejections, please make sure you do the following:

- Provide clear instructions as to how to use the App
- Link content to your App via “Edit Rules”
- Ensure your Trigger image(s) work well
- Provide the store review team with one or more of your Triggers
- Describe the situation(s) in which your users will use your App
- Include screenshots of both your splash screen and of at least one of your Auras in action. In order to view/test your Auras before your App is live, simply subscribe to your Channel using the standard Aurasma Lite App.

Google Play Upload Instructions



Submission of the App to Google Play is done by clicking <https://play.google.com/store> and creating an account. Please note that Google charges a \$25 registration fee before you can publish your App. Upload the .apk file you downloaded from the Aurasma Studio and then fill in the details for the App. The process is self-explanatory on the Google Play site.

Publish **Save**

Product details **APK files**

Upload assets

Screenshots at least 2	Add a screenshot: Choose File no file selected	Upload	Screenshots: 320 x 480, 480 x 800, 480 x 854, 1280 x 720, 1280 x 800 24 bit PNG or JPEG (no alpha) Full bleed, no border in art You may upload screenshots in landscape orientation. The thumbnails will appear to be rotated, but the actual images and their orientations will be preserved.
High Resolution Application Icon [Learn More]	Add a hi-res application icon: Choose File no file selected	Upload	High Resolution Application Icon: 512 x 512 32 bit PNG or JPEG Maximum: 1024 KB
Promotional Graphic optional	Add a promotional graphic: Choose File no file selected	Upload	Promo Graphic: 180w x 120h 24 bit PNG or JPEG (no alpha) No border in art
Feature Graphic optional [Learn More]	Add a feature graphic: Choose File no file selected	Upload	Feature Graphic: 1024 x 500 24 bit PNG or JPEG (no alpha) Will be downsized to mini or micro
Promotional Video optional	Add a promotional video link: <input type="text" value="http://"/>		Promotional Video: Enter YouTube URL
Privacy Policy [Learn more]	Add a privacy policy link: <input type="text" value="http://"/> <input type="checkbox"/> Not submitting a privacy policy URL at this time		
Marketing Opt-Out	<input checked="" type="checkbox"/> Do not promote my application except in Google Play and in any Google-owned online or mobile properties. I understand that any changes to this preference may take sixty days to take effect.		

App Store Upload Instructions



To sign & submit your App, remember to use the same Mac (with OS 10.6+ and XCode 4.2 installed) you used when you obtained your iOS Distribution Provisioning Profile & App Bundle ID.

- Before submitting an App to the App Store, you must submit some information about it to iTunes Connect. The following steps will walk you through this process:

Step 1 - Login to iTunes Connect and select 'Add New App'.

Step 2 - Select a language.

Step 3 - Enter your App Name as it will appear on the App Store - We recommend you enter your 'Display Name' as it appears in the Aurasma Developer Studio.

Step 4 - Enter an SKU number - this just needs to be a unique string of letters.

Step 5 - Enter your Bundle App ID - this needs to be identical to the one you entered in the Aurasma Developer Studio.

Step 6 - Click next and enter a version number - this should be 1.0.0 for your first release.

Step 7 - Enter your own copyright, categories and review notes.

Step 8 - Tick the boxes to determine the App's rating.

Step 9 - Enter a description of the App, keywords for App Store search (you would make us happy if you entered 'Aurasma' as one of these words!) and fill in the URLs and emails. Please use your own emails for these and then you can pass on questions to Aurasma if necessary.

Step 10 - Upload an icon and screenshots - one of the screenshots should be the 'Splash Screen' asset you uploaded to developer Studio. If you would like others, then you could use screenshots taken from within Aurasma Lite.

Step 11 - Once you are ready, click 'save'.

Step 12 - Make sure iTunes Connect gives you a status of "Waiting for Upload", then pause here to complete the following "Re-signing a Skinned App for iOS" steps using the latest version of Xcode.

- Re-signing a Skinned App for iOS: Before your App can be submitted to the App Store, the App will need to be re-signed using your Apple certificates. To do so, open the .xarchive file you downloaded from Aurasma Developer Studio in XCode (version 4.2 or above) on the same Mac used to obtain your provisioning profile. This will create an entry in the 'Archives' section of the Organizer in Xcode. *Note that if this leads you to a folder view, then you probably don't have the latest Xcode, so you'll need to upgrade.

Step 1 - Select the entry in Organizer and click 'Submit'

Step 2 - Enter your iTunesConnect login credentials and choose 'Next'

Step 3 - Select application

Step 4 - Select Identity: choose the entry for the provisioning profile which was supplied to Aurasma

Step 5 - Choose 'Next'

NOTE: If you encounter any issues upon submission to Apple, see the appendix of this document for a list of common error messages and solutions. If you still cannot resolve your issues, feel free to contact support@Aurasma.com along with all applicable errors/screenshot.

Congratulations!

You have now successfully submitted your Skinned App to the App Store or Google Play. Once your Skinned Apps are live, please be sure to let the Aurasma team know so that we can download the Apps and try them out! We would also love to feature your App and work on our website and social media Channels, and arrange for any PR or media activities around their use.

Please contact partner@Aurasma.com to let us know your news and if you would be interested in us working together on some press activity or videos online of the Apps in action.

Appendix

Updating Your App in the Future

As either your branding evolves or the core Aurasma functionality develops, you may wish to have your Skinned App updated. For this, you will need to 'Edit' your existing application(s) as they appear 'Ready for Download' in the Aurasma Studio.

Re-do the application process, uploading replacement assets and names where necessary, as well as stating v1.0.1 or higher in the 'App Version' box. Once the new version of your App has been created, follow the below instructions for uploading an updated App to the App Store/Google Play.

App Store/iOS Instructions:

- Step 1 - Visit <http://itunesconnect.apple.com>
- Step 2 - Click 'Manage Your applications'
- Step 3 - Click your Apps icon
- Step 4 - Click Update this application
- Step 5 - Go to Xcode and click info.plist
- Step 6 - Go back to <http://itunesconnect.apple.com>
- Step 7 - Fill in details
- Step 8 - Go to Xcode
- Step 9 - Build and run using a Distribution profile
- Step 10 - Upload binary to iTunesConnect
- Step 11 - The review process will begin
- Step 12 - Wait for Apple to review
- Step 13 - DONE

Google Play/Android Instructions:

- Step 1 - Make sure your App is free. Updates are only supported on free Apps in Google Play
- Step 2 - Verify the Package Name with the same Version Code matches your pre-loaded App
- Step 3 - Sign your updated version with the same signature used in the original App
- Step 4 - Verify your updated App will be supported on the Android devices you intend to target
- Step 5 - Log into your Google Play account at <https://play.google.com/store>
- Step 6 - Follow Google's instructions to upload your updated App to the Developer Console

Error Messages when uploading Skinned App to Aurasma Studio

Error:

Status: 500 Message: Certificate check failed: Developer Certificate provided

Solution:

This is because the provisioning profile provided is a developer profile rather than a distribution one.

You can create a distribution profile via the Apple iOS Developer Portal.

The following article describes how to get this and that it differs from a Development Profile: <http://developer.apple.com/library/ios/#documentation/ToolsLanguages/Conceptual/DevPortalGuide/CreatingandDownloadingaDistributionProvisioningProfile/CreatingandDownloadingaDistributionProvisioningProfile.html>

Common XCode Error Messages

Here a selection of the most common issues and error messages seen when signing and submitting an iOS Skinned App:

Error:

There is no 'submit' button to click, only 'validate' or 'distribute'. Clicking these leads to the error 'No identities are available for signing'. Clicking 'download identities' leads to the error 'error downloading from ios developer failed to connect to the provisioning portal.'

Or

'Application failed codesign verification. The signature was invalid, contains disallowed entitlements, or was not signed with an iPhone Distribution Certificate.'

Solution for both:

Make sure that the provisioning profile you submitted to the Aurasma Studio is listed in XCode under Organizer > Devices > Library > Provisioning Profiles on the Mac from which you are trying to upload. Also, the Distribution Certificate and its corresponding Private Key need to be listed in 'Keychain Access' on the same Mac.

Error:

'iPhone/iPod Touch: Icon.png: Icon dimensions (0 x 0) don't meet the size requirements. The icon must be 57 x 57 pixels, in .png format' "iPad: Icon.png: icon dimensions (0 x 0) don't meet the size requirements. The icon must be 72 x 72 pixels, in .png format"

Solution:

This is due to not having the most recent OS of XCode installed: <http://blog.manbolo.com/2012/02/02/macosx-10.7.3-update-breaks-ios-App-validation>

Error:

The application wrapper must end in .App var/folders/...../ [nameofapp] ProvisioningProfile.xcarchive is invalid"

Solution:

Get the Distribution Profile reissued. One way to do this is to go into the iOS Dev centre and change one setting to something different. Then turn it back to its original setting. This makes the 'submit' or 'save' button clickable. After a few minutes, the status will go back from 'pending' to 'active' and you can download it and re-import it into XCode.

Error:

The application wrapper must end in .App var/folders/...../ [nameofapp] ProvisioningProfile.xcarchive is invalid"

Solution:

Get the Distribution Profile reissued. One way to do this is to go into the iOS Dev centre and change one setting to something different. Then turn it back to its original setting. This makes the 'submit' or

'save' button clickable. After a few minutes, the status will go back from 'pending' to 'active' and you can download it and re-import it into XCode.

Error:

No application records were found. applications must be ready for upload on iTunes Connect before they can be validated or submitted from within XCode.'

Solution:

Starting from the 'Manage your Apps' window in iTunes Connect, click the big icon for your App. In the 'Versions' section of the window that appears click the 'View Details' button. Then in the next window select 'Upload Binary' (in the top right). Here you can answer the questions about encryption. Go back to the App Information Versions window, it should now say 'Waiting for upload.'

\ Managing content on Aurasma powered Apps

In your Aurasma Studio account, there are ways of managing the Channels linked to your Apps, both to increase the traffic coming to your Channels, and to improve the user experience.

Using Edit Rules

Linking Channels to your App, and adding regional properties and time codes to those Channels, is all done in the 'Make Your Own App' section of your account using the 'Edit Rules' button.

Linking Channels to your App

To add Channels to your App, click on the 'Make Your Own App' icon and highlight the App.

Then click 'Edit Rules' and then 'Add' to select a Channel to add to the App. You can select Channels from your own account by using the drop down option, or you can select any public Channel on the Aurasma platform by typing its name into the 'Public' search box.

Adding Regional Properties and Time Codes to Channels

When selecting Channels to add to the App, you can also add regional properties and time codes to those Channels to limit the regions where and specify the times when those Auras in the Channel are publically available.

Having selected a Channel to add to the App using 'Edit Rules', a window will pop up allowing you to select regions and a time period to limit the Channel to. Using the drop down option, you can select the regions you want to limit availability to, and you can add time codes using the calendar and time options. Once finished, just click 'Save'.

Prioritising Channels on your App

To ensure the best user experience, you should prioritise Channels on your App, so that your latest Auras cache on your viewers' devices first.

To do this, again select 'Edit Rules' in the 'Make Your Own App' section of your account. This opens a window showing all the Channels attached to your App in order of priority. Those Channels at the top of the list are highest priority - those at the bottom are the lowest priority, and will be the last to cache on a viewer's device. Channels can be moved up and down this list using the green up and down arrows.

Archiving Old Content

Organising content into different Channels on your account allows you to prioritise the content you want people to see, and easily add your latest and remove your oldest Auras from your skinned and Kernel Apps.

In your Aurasma Studio account, you have the ability to create a number of Channels: just click on the Channels icon, and then 'Add' in the window which opens.

You should create an 'Old Auras' or Archive Channel, which you can keep private in your account. You can move old Auras into this Channel without having to delete them.

You can change the privacy settings on your Channels at any point: making a Channel public means viewers can search for and follow it inside the App, whilst making it private means it is hidden from public view.

\ Getting more out of Aurasma



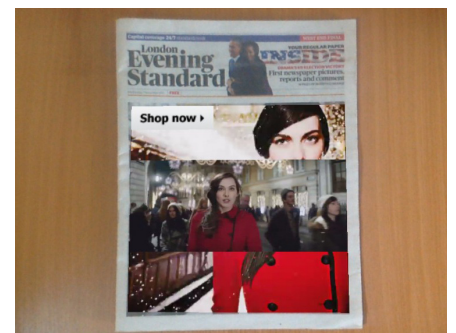
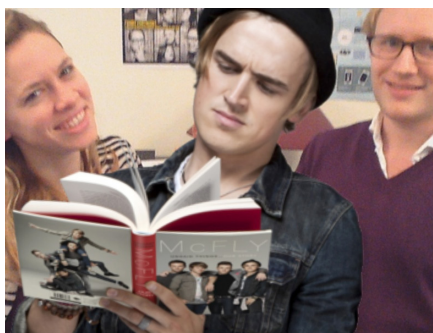
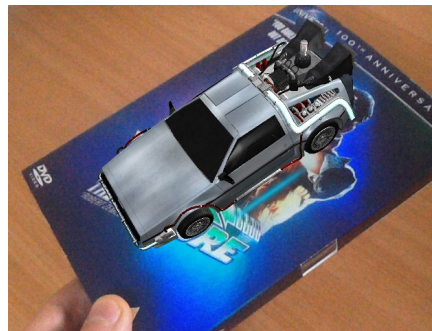
This section covers how to get the most out of Aurasma, including how to deliver the best Aurasma campaign and how to promote this to the greatest and widest audience possible.

Common types of Auras

Aurasma at its heart is a way to activate a digital experience from seeing an image. This simple principle enables for a nearly endless range of possibilities to be explored.

What follows are a selection of some of the most common types of Aura that feature on the Aurasma platform.

- Advertising
- Publishing
- Product
- Merchandise
- Point of sale
- Events
- Location
- Catalogue



Branding Guidelines

If you're publishing content in the Aurasma App we'd like to encourage the use of our branding where relevant and possible.

Our branding has been designed to:

- incorporate our partners and their content
- bring more awareness to your campaign
- take advantage of our 4 million downloads
- provide you with tools and assets including custom "A" logos, call to action and other graphic devices

Click [here](#) to see our guidelines and how you can get involved.

If you want to use our branding, please seek approval from our brand team before going live with your campaign.

Email partner@Aurasma.com with your executions.



Promoting your use of Aurasma

The impact of using Aurasma can be greatly enhanced by the amount of exposure received. Without a strong amount of buzz, awareness and excitement, even the most awe-inspiring Auras may not be enjoyed by as many users as the quality of content deserves.

Here is a selection of ways in which you can win the attention of your target users and extend the reach and appreciation of your use of the Aurasma platform.



Press Release

Issuing a press release is a great way to launch and raise awareness for a new campaign. Where your use of Aurasma is innovative and exciting, we would be delighted to contribute a quote to the press release. For all PR related matters, please contact partner@Aurasma.com.



Promotional Video

Videos are a very popular method for promoting an Aurasma campaign. They can be shared in many places, such as on YouTube, websites, social media and included in a press release. You could even upload the video as an Overlay and activate it from your company's logo as an additional Aura!

As well as showcasing some of the campaign's best Auras in action, it is also common to include instructions showing users how to download the App and activate the Auras.

- Net A Porter - this video from the launch of the luxury clothes retailer's pop-up shops captures the excitement of the occasion by filming user reactions: <http://Auras.ma/s/netaporter>
- Universal Pictures - armed with a promotional budget, Universal Pictures promoted their Aurasma powered App through a series of television commercials: <http://Auras.ma/s/universal100>



Share your Auras digitally

To increase the reach of Auras, we advise making them available to view to as wide an audience as possible. This could be achieved by displaying the Trigger images on a website homepage or Facebook banner, or by sending the images to a mailing list.

When sharing by Twitter, don't forget to tag @Aurasma to increase the Aura's exposure to all of Aurasma's followers.



Celebrity Endorsement

If you are lucky enough to have a celebrity featuring in a campaign that includes an Aurasma element, encourage them to tweet about the Auras or, better still, appear in a video where they try out the content.

- Rick Interactive - Australian singer-songwriter Rick Springfield promoted his Aurasma-powered App in this ABC News interview: <http://Auras.ma/s/rickspringfield>
- Budweiser FA Cup MOTM - Holly Willoughby picks up the FA Cup through the power of Aurasma on ITV's 'This Morning': <http://Auras.ma/s/facup>

Post-live considerations

Testing Hard Copies

Once your Auras are live in the public eye, it is important to test them out to confirm that they are performing smoothly. Where the Trigger images are being reproduced in print, it is especially important to check, as images can occasionally become cropped or (in newspapers) printed fainter than their digital equivalents uploaded to the Aurasma Studio.

If you encounter any issues, edit your Auras in the Aurasma Studio. Techniques for improving Aura performance include:

- Replacing the Trigger image:
 - Take a larger part of the page than the image originally uploaded
 - Take a picture of the hard copy (in neutral light, square on) and upload this as a replacement
- If the Aura is unstable as a video plays, consider adding an action to the Aura to make it automatically enter full-screen mode upon activation

After any edits are made, the changes will be published to Aurasma users moments later.

Measuring Results

Upon request, Aurasma can provide statistics for any Auras published from the Aurasma Studio. Aura metrics are broken down by number of views per day, as well as giving an overall figure. If a click-through is associated with an Aura, the number of clicks per day and overall will also be available. To request statistics, contact partner@Aurasma.com, listing the names of Auras or Channels for which you would like results.

Featured Content on Aurasma App

The great majority of Aurasma content is accessed through the search, browse and follow process. Once following a Channel, any updates to or new Auras become available to the user the view.

Super Auras

Super Auras are a special top-tier of showcased content on Aurasma. They highlight some of the best uses of Aurasma from around the world and are viewed by a large number of people, for example appearing in national newspapers or magazines.

Super Auras are unique because they can be viewed in the region where they are showcased without any need to first follow a Channel. They are showcased in this manner for a limited period of time, after which they return to being accessible through the usual search, browse and follow process.

To see if a high-profile campaign can meet the criteria required for special Super Aura status, contact partner@Aurasma.com.

Featured Channels

A further tier of showcased content on Aurasma is the Featured Channels menu. This menu, accessed as a tab in the Explore section, showcases a selection of the best Channels of content available on the Aurasma platform.

This could for example be a collection of album covers for a record label that come to life with exclusive Aurasma content, or a series of high profile Auras activated in the streets of a major city.

To see if a Channel can meet the criteria required to be showcased in the Featured menu, contact partner@Aurasma.com.

\ Appendices



Account Management

Account upgrades

When logged into the Aurasma Studio, it is possible to upgrade your account to allow for more advanced features.

To do so, select the 'Settings' button from the right hand tool bar, tick the upgrade features you desire and then press 'Upgrade'. Three upgrades are available in this manner:

- Skinned App – The ability to request white label version of Aurasma
- Kernel App – The ability to request the Aurasma SDK to integrate into another application
- Advanced Settings – The ability to create more advanced Auras

Account User Administration

If you are the Primary User associated with an Aurasma Studio account, it is possible to create further user log-ins. To do so:

- Select the 'Settings' button from the right hand tool bar
- Click the 'Users' Tab and then 'Add'
- Un-tick 'Use Existing User' and fill in the 'New User' form.

The username must contain a hyphen, and is typically in the form of accountname-firstname.

We suggest providing a valid email address, as this will allow the user to request a forgotten password if ever needed.

User privileges enable the abilities to:

- Apps – apply for and link content to Aurasma-powered Apps
- Upload – upload content
- Admin – add further users to the account
- Edit – create Auras

Once these options have been chosen as appropriate, press 'Save' to create the New User.

If you would like to create a completely separate Aurasma Studio account, this is done by re-applying for an account via the Aurasma website.

Changing Password

If you have access to an email registered to your Aurasma Studio account, you can reset your password by going to <https://api.aurasma.com/accounts/recovery>

If you do not have access to an email address linked to the account, contact partner@aurasma.com, stating the name of your account. The Aurasma Team will then be able to create you a new log-in that is associated with your email address.

Further resources available

Webinars

We regularly host webinars for our partners where we introduce new functionality, offer training and support. Here are a list of webinars we have shared on youtube

#	Topic	Link
1	Adding eye-catching transition effects to Auras	http://www.youtube.com/watch?v=npwtTPXGwXA
2	Adding Click Through Actions from Auras	http://www.youtube.com/watch?v=VKa9JzNDsaU
3	Using Advanced Actions in Sequenced Auras 1	http://www.youtube.com/watch?v=UkfKWKd5d2Q
4	Using Advanced Actions in Sequenced Auras 2	http://www.youtube.com/watch?v=pSdEQuD_cxY
5	Creating and Using 3D Models	http://www.youtube.com/watch?v=WqHWYUEvQmM
6	Top 10 Tips for using Aurasma	http://www.youtube.com/watch?v=ykVbv475Mpl
7	Aurasma Powered Apps	http://www.youtube.com/watch?v=dJgAA1-xLHA
8	Using Aurasma in Retail and Fashion	http://www.youtube.com/watch?v=ohP6V2ATf_s
9	Aurasma and Entertainment	http://www.youtube.com/watch?v=WgZLkW8waH8

Aurasma Forum

The Aurasma Forum <http://forum.aurasma.com> is a great place to check in. This is where Aurasma partners talk to one another, share top tips for using Aurasma and showcase examples of the content that they have created.

Contact Us

Area of support	Email Addresses
Problems with the App, Studio or other services	support@aurasma.com
Becoming a partner, Aurasma powered Apps, Requesting Super Auras	partner@aurasma.com
Specific issues with 3D Auras	3Dsupport@aurasma.com
Enquiries about new or existing creative projects	creative@aurasma.com

UK enquires - Tel: +44 (0) 207 104 5799

US enquiries - Tel: +1 415 625 1400

Glossary

Aurasma – our App, free to download from the App Store or Google Play

Aurasma Studio – our online content management system for creating Aurasma content and applying for Aurasma powered Apps

Skinned App – a white-labelled version of the Aurasma App (see <http://Auras.ma/s/skinnedapps>)

Kernel App – the SDK version of Aurasma that can be embedded into another application (see <http://Auras.ma/s/SDK>)

Trigger image – the image, object or location recognized by Aurasma to activate content

Overlay – the elements that appear over a Trigger image, such as videos, images and 3D models

Actions – the interactive elements added to an Aura, for example a double tap to enter ‘full screen’ mode or a single tap on an Overlay button to open a related web page for more content

Aura – the coming together of a Trigger image with one or more Overlays

Channel – The place in which groups of Auras are saved. Users ‘follow’ a Channel to access the content within it

Featured Content – A showcase of Aurasma Channels displayed on the ‘Featured’ tab

Super Auras – a small set of special Auras that are pre-linked to the Aurasma App. These Auras are ready to view without the need to first ‘Follow’ a Channel. However, they are only presented to users in this manner for a certain period.

Thank you!

About Aurasma

Aurasma - a new way to see and interact with the world.

Available as a free App for iOS and Android or as a Kernel for developers.

Since its launch in June 2011, Aurasma has had more than 4 million downloads. Over 10,000 partners in markets including retail, fashion, sport, automotive, consumer electronics, entertainment, advertising and publishing are using the free technology in their campaigns, on their products or embedding the technology in their own applications. Aurasma was developed by, and is part of, software company Autonomy, an HP Company.

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